

Phone: 541-682-5481  
www.eugene-or.gov/pc

**Meeting Location:**  
Sloat Room—Atrium Building  
99 W. 10<sup>th</sup> Avenue  
Eugene, Oregon 97401

The Eugene Planning Commission welcomes your interest in these agenda items. Feel free to come and go as you please at any of the meetings. This meeting location is wheelchair-accessible. For the hearing impaired, FM assistive-listening devices are available or an interpreter can be provided with 48 hour notice prior to the meeting. Spanish-language interpretation will also be provided with 48 hour notice. To arrange for these services, contact the Planning Division at 541-682-5675.

## **MONDAY, OCTOBER 24, 2016 – REGULAR MEETING (11:30 a.m.)**

### **11:30 a.m. I. PUBLIC COMMENT**

The Planning Commission reserves 10 minutes at the beginning of this meeting for public comment. The public may comment on any matter, **except for items scheduled for public hearing or public hearing items for which the record has already closed.** Generally, the time limit for public comment is three minutes; however, the Planning Commission reserves the option to reduce the time allowed each speaker based on the number of people requesting to speak.

### **11:40 a.m. II. ENVISION EUGENE**

Lead Staff: Terri Harding, 541-682-5635  
[terri.l.harding@ci.eugene.or.us](mailto:terri.l.harding@ci.eugene.or.us)

### **12:50 p.m. III. PLANNING COMMISSION BUSINESS**

Lead Staff: Robin Hostick, 541-682-5507  
[robin.a.hostick@ci.eugene.or.us](mailto:robin.a.hostick@ci.eugene.or.us)

### **1:20 p.m. IV. ITEMS FROM COMMISSION AND STAFF**

- A. Other Items from Commission
- B. Other Items from Staff
- C. Learning: How are we doing?

Commissioners: Steven Baker; John Barofsky (Vice Chair); John Jaworski; Jeffrey Mills; Brianna Nicolello; William Randall; Kristen Taylor (Chair)

**AGENDA ITEM SUMMARY**  
**October 24, 2016**

**To:** Eugene Planning Commission

**From:** Terri Harding, City of Eugene Planning Division

**Subject:** Envision Eugene Comprehensive Plan

**ISSUE STATEMENT**

Bringing together over six years of community input, research and analysis, public meetings and revisions, the City of Eugene is preparing to adopt a new urban growth boundary (UGB). One of the main pieces of the plan is a new Eugene-only comprehensive plan with policies necessary to adopt our UGB.

At this work session, the Planning Commission will have the opportunity to learn about and discuss the latest draft of the Envision Eugene Comprehensive Plan, including the introduction and chapters covering economic development, administration and implementation, and the urban growth boundary itself.

**BACKGROUND**

The City is moving from having only a regional comprehensive plan, the Metro Plan, to having both a regional comprehensive plan and a city-specific comprehensive plan called the Envision Eugene Comprehensive Plan (“EECP”). The EECP will set out the land use goals and policies that apply only to Eugene. Completion of a complete EECP will take place in phases, with the first phase containing only those policies and topics necessary to put our new UGB in place. Other policy topics will remain governed completely by the Metro Plan until new chapters are developed and adopted into the EECP. This phasing approach is summarized in **Attachment A**, “Guide to the Envision Eugene Comprehensive Plan.”

The development of draft EECP chapters has been underway for the past two years. In addition to staff research, analysis, and policy development, a Planning Commission subcommittee has assisted with goal and policy language review, and the full Commission discussed chapters as they were completed. In September 2015, city staff held a public workshop with boards, commissions, committees, and community groups to review draft goals in the EECP. The workshop group continued to receive updates by email, and many people agreed to help spread information about the EECP through their community networks.

Earlier this year, our planners created a website where we posted draft EECP goals and policies, a video, and a questionnaire to further inform community members and solicit feedback on the direction of the work. The draft EECP will be a major part of the UGB adoption package scheduled to be sent to the state in December.

## **EUGENE'S OWN COMPREHENSIVE PLAN**

**Attachment B** contains a complete draft of the portions of the EECF proposed for adoption with the UGB.

- The Introduction lays out the role of the plan, and relationships to other plans and regulations.
- The Economic Development chapter contains many policies, most of which are required by Oregon Revised Statutes or Administrative Rules. Adoption of this chapter will be accompanied by Eugene opting out of the Economic Development chapter of the Metro Plan.
- The Administration and Implementation chapter lays out how the EECF will be administered and maintained, and adds policies directing Eugene's new Growth Monitoring program.
- The Transportation chapter will consist of the complete Eugene 2035 Transportation System Plan, adopted by a separate process.

Later phases of work will develop new chapters addressing public involvement, compact development and urban design, housing, community health and livability, natural resources and environmental quality, community resiliency, public facilities and services, and parcel specific land use designations.

Eugene is committed to finishing the EECF as well as the rest of the Vision to Action documents as soon as possible, along with the other work plan commitments discussed with the Commission on October 10th.

## **COMMUNITY FEEDBACK**

The website materials, newsletter, fact sheet and video provided information to the public about the Comprehensive Plan, and the drop in sessions, events, meetings and questionnaire provided opportunities for community members to speak to planners and submit feedback. The most direct feedback we received on the goals and policies in the draft Comp Plan came from the questionnaire. **Attachment C** contains the questionnaire analysis report, and key findings are summarized below.

- In general, respondents support the draft goals and policies
- Some people expressed confusion as to the role of the Comprehensive Plan, and more specifically the different roles of goals vs policies vs implementation measures
- Some people expressed frustration regarding the limited scope of the chapters presented
- Some people noted the need to continue and broaden public engagement with the Comprehensive Plan as we move forward

The full results of the questionnaire are attached to the analysis report in Attachment C. The questionnaire is one piece of community input to consider as the draft comprehensive plan moves toward formal adoption. The results of the questionnaire cannot be used as statistically valid, however they do provide an important snapshot of community input and

help identify issues of concern in the community. The findings give us an indication of whether the draft goals and policies will gain broad public support through the adoption process, and inform our public engagement approach going into the adoption phase.

#### **NEXT STEPS**

A timeline of future public meetings and events for adopting our UGB is included in **Attachment D**. Also attached for your reference is the executive summary of the Multi-family Options Outreach Report (**Attachment E**). Once the City Council selects multi-family strategies to add into the UGB adoption package, staff will provide an update for the Planning Commission (tentatively scheduled for November 21).

Additional information is available on the Envision Eugene website at [www.EnvisionEugene.org](http://www.EnvisionEugene.org).

#### **ATTACHMENTS**

- A. Guide to the Envision Eugene Comprehensive Plan
- B. Envision Eugene Comprehensive Plan: Phase 1 for UGB Adoption
- C. Comprehensive Plan Questionnaire Report
- D. Envision Eugene Timeline
- E. Multi-family Options Outreach Report Executive Summary

#### **FOR MORE INFORMATION**

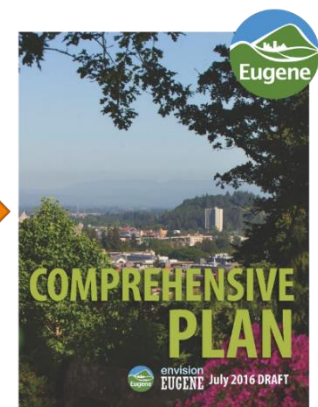
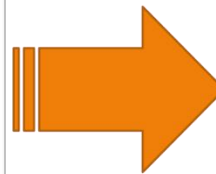
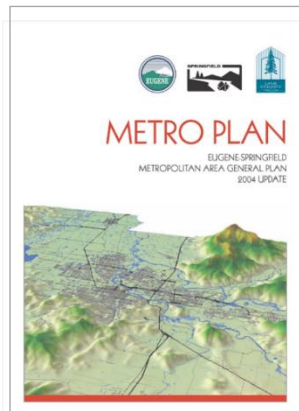
Contact Terri Harding at 541-682-5635, [terri.l.harding@ci.eugene.or.us](mailto:terri.l.harding@ci.eugene.or.us)



## Guide to the Envision Eugene Comprehensive Plan

### Why do we need a new comprehensive plan?

Eugene is moving from having only a regional comprehensive plan (the Metro Plan) to having both a regional comprehensive plan and a second comprehensive plan that is specific to the City of Eugene (the Envision Eugene Comprehensive Plan or the “EECP”). Historically, the Metro Plan has included land use policies and an urban growth boundary (UGB) that were shared by Eugene and Springfield. Regional land use policy decisions must be agreed on by both cities, and Lane County, which has jurisdiction over land that is not annexed into either city limits. The limitations of this regional approach led to a decision to create city-specific comprehensive plans to include land use policies and UGBs that are specific to each city.



### What is the timeframe for this change?

Policies adopted into the Envision Eugene Comprehensive Plan will reflect the extensive local outreach of Envision Eugene and legal obligations to the state. Because developing these policies includes analysis, public input, and a legal adoption process, the EECP will be developed in phases. Each phase will address a different set of policies, and include its own public process.

### What is in the Envision Eugene Comprehensive Plan?

The first phase includes all policies that are essential to establishing our own UGB, including expanding the UGB for jobs, parks and schools. The Metro Plan will be revised to specify when its policies have been replaced by EECP policies. All adopted refinement plans will be unaffected by the adoption of the EECP. Necessary land supply studies that form the basis for the urban growth boundary will be included as appendices to the EECP. Subsequent phases will transition other policy areas from the Metro Plan into the Envision Eugene Comprehensive Plan. They will address additional topics,

### Envision Eugene Comprehensive Plan: Phase 1 Chapters

#### Introduction

*The role of the plan, how it is used, and how it relates to other plans and regulations*

#### Economic Development

*Context, broad goals, and City-directed policies about industries, infrastructure and land supply*

#### Transportation

*The Eugene 2035 Transportation System Plan*

#### Administration and Implementation

*Context, broad goals, and City-directed policies about maintaining the Comp Plan and monitoring growth*

#### Eugene Urban Growth Boundary

*The Eugene-only UGB*



including: public involvement, compact development and urban design, housing, community health and livability, natural resources and environmental quality, community resiliency, public facilities and services, and the addition of land use designations to the urban growth boundary chapter.

### **What is the purpose of the comprehensive plan goals?**

Most chapters of the Envision Eugene Comprehensive Plan include a set of high level goals in the introduction of the chapter. These goals articulate broad hopes and values of the community regarding the topic area of the chapter, rather than detailed strategies. The policies set more specific direction for City decision making.

### **What is the process for developing comprehensive plan policies?**



The policies in the EECPP have been developed by reviewing existing Metro Plan policies, pillars and strategies from the 2012 Envision Eugene Recommendation, Eugene's legal responsibilities through Oregon's Statewide Planning Goals and associated rules and statutes, and best practices from around the country. Draft policies were developed to address all of the obligations and aspirations in these source documents, with the recognition that the application of these policies will be subject to balancing policies against each other.

Once draft policies were developed, they went through an early community outreach process and review by the Planning Commission to make initial adjustments and address concerns. The revised policies will go through a formal adoption process with the Planning Commission and City Council, including public hearings. Because the Comprehensive Plan is a state-mandated regulatory document, the Oregon Land Conservation and Development Commission (LCDC), will also review the policies to ensure that they comply with state law.

All Envision Eugene Comprehensive Plan policies are directed towards the City of Eugene as an organization. This is primarily because policies are written at a higher level, and require interpretation and balancing as they are applied to specific issues. Policies may be implemented through city code or other regulations in such a way that applies to community members or organizations, such as land use application review. More information can be found on the Envision Eugene website at

[www.envisioneugene.org](http://www.envisioneugene.org).

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#### **Chapter 7     Community Resiliency**

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#### **Chapter 9     Transportation**

#### **Chapter 10    Administration & Implementation**

#### **Chapter 11    Eugene Urban Growth Boundary**

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\* Policies associated with topics in grayed out chapters can be found in the Eugene-Springfield Metropolitan Area General Plan (Metro Plan). Future phases of the Envision Eugene Comprehensive Plan will include Eugene-specific policies to address these areas.





## Introduction

### Overview

**We envision Eugene as a city where future growth is in alignment with the values of the community, supporting the health, wellbeing, and prosperity of all community members.**

The Envision Eugene Comprehensive Plan pursues this vision by guiding the City in its land use planning for future growth within Eugene’s urban growth boundary. The policy direction in the Envision Eugene Comprehensive Plan is based on the community’s vision. It is intended to address the needs and desires of Eugene’s residents, as well as the requirements of Oregon’s Statewide Planning Goals. It is a state-mandated land use plan, adopted by the City to serve as Eugene’s city-specific comprehensive land use plan.

### Background

Prior to the adoption of the Envision Eugene Comprehensive Plan, the City of Eugene (the City) addressed its comprehensive land use planning needs through the regional Eugene-Springfield Metropolitan Area General Plan (Metro Plan). Many of the Metro Plan policies were based on the fact that Eugene and Springfield shared a single, regional urban growth boundary. Oregon Revised Statute (ORS) 197.304, adopted by the Oregon Legislature in 2007 with the passage of House Bill 3337, required Eugene and Springfield to divide their shared urban growth boundary, so that each of the cities would have its own, separate urban growth boundary and separate policies for land uses within its urban growth boundary.

The Envision Eugene Comprehensive Plan is the result of Eugene’s efforts to implement ORS 197.304 by adopting Eugene-specific policies to address land use issues that would no longer be addressed as a region. The full development and adoption of all chapters of the Envision Eugene Comprehensive Plan will take place in several steps, over several years. This first phase of the comprehensive plan focuses on those policies and elements required to adopt a Eugene-specific urban growth boundary. As each new chapter of the Envision Eugene Comprehensive Plan is adopted, the Metro Plan will be amended to identify the Metro Plan provisions that will no longer apply to Eugene and to refer readers to the Envision Eugene Comprehensive Plan instead. Ultimately, the Metro Plan will continue to serve as Eugene’s comprehensive plan only as needed to address those land use planning responsibilities that remain regional in nature<sup>1</sup>. The relationship between the Envision Eugene Comprehensive Plan and the Metro Plan is addressed below.

### How to Use the Comprehensive Plan

The Envision Eugene Comprehensive Plan is a formally adopted, legally binding land use plan. Policies in the Envision Eugene Comprehensive Plan direct the City as it considers future legislative actions, but do not apply as criteria for approving or denying individual land use development applications. The City’s land use code, which implements the policies of this comprehensive plan through detailed regulation,

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<sup>1</sup> In addition to the continued collaboration through the Metro Plan and other regional land use plans, such as the regional transportation system plan and the regional public facilities and services plan, Eugene remains committed to working collaboratively with Springfield and Lane County through other initiatives, such as regional economic prosperity planning.

includes the determining criteria for individual land use applications. For some development applications, there may be policies in the Metro Plan and/or refinement plans that specifically apply as criteria.

The Envision Eugene Comprehensive Plan will ultimately contain a set of chapters that address a full range of specific aspects of land use planning. Each chapter begins with an introductory section, followed by goals and/or policies. The introductory text is provided for general explanatory purposes only. In the future, the Envision Eugene Comprehensive Plan will also include a land use diagram and descriptions of land use designations. The terms “goal” and “policy” are used specifically in this comprehensive plan to mean:

- **Goals** articulate the overarching aspirations of the community. The Envision Eugene Comprehensive Plan goals are broad statements that describe our collective hopes for the way in which our community will grow. A goal is aspirational and may not be fully attained within a particular time frame.
- **Policies** are statements adopted to provide a consistent course of action and move the community toward attainment of its goals. Policies in the Envision Eugene Comprehensive Plan guide the work of the City Manager and staff in formulating proposed changes to the Eugene Code and other regulatory documents, to guide other work programs and long range planning projects, and preparation of the budget and capital improvement program. These policies will not be used in determining whether the City shall approve or deny individual land use development applications. New land use plans and changes to the City’s land use code and land use plans must be consistent with the policies in the Envision Eugene Comprehensive Plan.

The policies of the various chapters are interrelated and, together, create the City’s policy framework for land use planning. There may be conflicts and inconsistencies between and among some policies. When making decisions based on the Envision Eugene Comprehensive Plan, not all of the policies can be met to the same degree in every instance. Use of the Envision Eugene Comprehensive Plan requires a balancing of its various policies on a case-by-case basis, with an emphasis on those policies most pertinent to the issue at hand.

The policies in the Envision Eugene Comprehensive Plan vary in their scope and implications. Some call for a specific City action; others call for a City-led study aimed at developing more specific policies later; and still others are directives the City must address when adopting or amending its land use code or plans. The common theme of all the policies is that each represents the City’s approach toward land use problem-solving and goal realization. Adoption of the Envision Eugene Comprehensive Plan does not necessarily commit the City to immediately carry out each policy to the letter. The City will carry out the policies to the best of its ability, given sufficient time and resources.

## Relationship to Other Adopted Plans

The Envision Eugene Comprehensive Plan is one plan among a family of land use plans at the state, regional and local level. As a state-mandated land use plan, the comprehensive plan has defined relationships to other adopted plans.

At the state level, Statewide Planning Goals, related statutes and administrative rules provide a framework for all local land use planning. All policies in the Envision Eugene Comprehensive Plan must comply with these rules, providing a local framework for the broader vision of planning in Oregon.

At the regional and local level, the two applicable comprehensive plans are the Envision Eugene Comprehensive Plan and the Eugene-Springfield Metropolitan Area General Plan (Metro Plan). The

Envision Eugene Comprehensive Plan is the basic guiding policy document for land use planning within the urban growth boundary for the City of Eugene. The Eugene-Springfield Metropolitan Area General Plan is the basic guiding land use policy document for regional land use planning. As noted above, the full development and adoption of all chapters of the Envision Eugene Comprehensive Plan will take place in several steps, over several years. During that time, Metro Plan policies that have not been explicitly replaced with policies in the Envision Eugene Comprehensive Plan will continue to apply to Eugene. If inconsistencies occur between the Envision Eugene Comprehensive Plan and the Metro Plan, the Envision Eugene Comprehensive Plan is the prevailing policy document.

Within the urban growth boundary, some adopted plans refine the policies of the comprehensive plans to a greater level of detail in some way. Eugene's refinement plans (including all adopted land use studies and plans) must be consistent with applicable provisions in both the Envision Eugene Comprehensive Plan and the Metro Plan. If inconsistencies occur between the Envision Eugene Comprehensive Plan and a refinement plan, the Envision Eugene Comprehensive Plan is the prevailing policy document, as required by state law.

## Closing

The Envision Eugene Comprehensive Plan translates the values of our community into land use policy. Some of those values come from our local community, articulated through the Envision Eugene pillars. Other values come from our state-wide community, and the way we as Oregonians have chosen to care for our resources. While certain chapters, goals or policies may be more obviously related to some values than others, the common foundation of all values are reflected throughout the plan. Over time, these policies can shape our city, bringing us closer to realizing the goals of our community.

### Note:

This Preliminary Draft Comprehensive Plan is still under internal City staff review which will result in changes to revised drafts.



# Economic Development

## Introduction

Economic opportunity is essential for a high quality of life, both as individuals and the community as a whole. A healthy economy allows community members to reach their full potential, promotes the health and well-being of individuals, households, and the broader community, and supports a strong tax base for public services. Throughout the history of Eugene, the types of economic opportunities available have shifted dramatically. The city is becoming more integrated into the global marketplace, and is growing away from a primarily natural resource-based economy to a more diverse base of industry, commerce, and entrepreneurship. The City of Eugene has a role in promoting economic opportunity that is equitable, environmentally sensitive, and reflects local culture and values.

There are considerable challenges to tackle with wages that lag behind national and state averages, unemployment, homelessness, and equity issues that require strategic attention. Economic development is an effort with partners in public, nonprofit and private sectors. The City is committed to collaborating with those partners to pursue initiatives that leverage resources to the greatest effect. The Regional Prosperity Economic Development Plan provides a foundation for initiatives that enhance the prosperity of the greater area, with further analysis provided in the Employment Land Supply Study (Appendix B).

This chapter lays out goals and policies to guide City efforts to enhance prosperity for households, businesses, and the broader community. The City of Eugene supports economic opportunity through an array of activities. Zoning and the land use code affect the geographic distribution and the built environment that supports economic activities, while incentives and other forms of programmatic support enable projects that otherwise might not happen. All seven pillars of Envision Eugene are balanced in the development of the policies of this comprehensive plan, though some pillars may be more topical than others for any given chapter.

The City of Eugene's goals for economic development are:

### 1. Household Prosperity

Broaden and diversify the Eugene economy so all residents have ample employment opportunities with increased average income, improving individual and household quality of life.

### 2. Business Development

Encourage business development that leads to a higher employment rate and an economic climate where business ventures grow and thrive with the land, zoning, and infrastructure they require.

### 3. Community Vitality

Provide appropriate support for the variety of distinct economic activity centers in the community, including downtown Eugene, key corridors and core commercial areas, neighborhood business districts, and the region as a multijurisdictional entity.

The policies guiding economic development are organized into the following topic areas:

- **Overall Economic Development Objectives**

- **Targeted Industries**
- **Land Supply**
- **Short-term Land Supply**
- **Infrastructure, Facilities and Transportation Planning**
- **Downtown, Key Corridors and Core Commercial Areas**

## Policies

**Overall Economic Development Objectives** – *Policies in this section focus on issues that are a priority for the community as a whole.*

- 3.1 **Employment growth.** Plan for an employment growth rate that is identified in the current adopted Economic Opportunities Analysis. Strive to capture a majority of the region's employment growth within the City of Eugene.
- 3.2 **Economic advantages.** Strengthen and capitalize on Eugene's comparative economic advantages, including:
  - Our highly educated and skilled workforce
  - Partnerships with the University of Oregon, Lane Community College and other educational institutions
  - Growing national presence in the specialty food and beverage, software, heavy machinery, advanced materials, and wood products industries
  - Access to natural resources and open spaces
  - High quality of life
- 3.3 **Expanding Eugene's assets.** Recognize and enhance special areas of strength and local assets that attract sectors such as tourism, hospitality, and retirement living. These include:
  - A healthy, outdoor-oriented lifestyle and Track Town USA branding
  - Easy access to outdoor recreation opportunities and agricultural tourism
  - Local food and beverage manufacturing and restaurants
  - Walkable and livable neighborhoods served by transit
  - City and University sponsored arts, cultural and athletic events
- 3.4 **Business incubators.** Encourage the formation of new business ventures in the creative arts, small scale industry, technology, food and beverage, and other sectors by supporting a variety of flexible, collaborative and incubator spaces accessible to residents throughout the city.
- 3.5 **Business retention and expansion.** Facilitate the retention and growth of existing businesses in the community.
- 3.6 **Responsible economic development.** Support economic development initiatives that reflect long-term priorities, improve community resilience to climate change and natural hazards, improve energy efficiency or reduce greenhouse gas emissions, and enhance opportunities to borrow, rent, or otherwise make better use of underutilized public and private assets.
- 3.7 **Home-based and microenterprises.** Promote the development of small, locally-owned

businesses that have minimal adverse impacts on their surrounding neighborhoods.

- 3.8 Industry clusters.** Support networks among associated targeted industry clusters for innovative networking, information sharing, and to provide opportunities for business growth.

**Targeted Industries** – *Policies in this section identify established and emerging industries that are a particular focus for the City.*

- 3.9 Advanced manufacturing.** Encourage the expansion of existing and the location of new manufacturing activities, especially in advanced technology and manufacturing, heavy machinery, advanced materials, and advanced wood products.
- 3.10 Food and beverage manufacturing.** Promote the expansion of food and beverage manufacturing and processing facilities, including beer and wine, frozen desserts, agricultural products, and natural foods.
- 3.11 Health and wellness.** Promote the development of expanded opportunities in the health and wellness sectors, including health care, biomedical research and development, and facets of healthy living, such as active transportation and outdoor recreation.
- 3.12 Clean technology and renewable energy.** Support the development of an industry cluster in renewable energy and clean technology.
- 3.13 Software and educational technology.** Support the expansion of the local software development field, including educational, gaming, and other types of computer software.
- 3.14 Biomedical and biotechnology.** Support the development and expansion of an industry cluster in advanced biological technology.

**Land Supply** – *Policies in this section address City strategies for the appropriate designation and assembly of available land for development.*

- 3.15 Adequate land supply.** Designate an adequate number of sites within the urban growth boundary to accommodate growing local businesses and new targeted industries, especially a diversified manufacturing base that includes advanced manufacturing, food and beverages, wood products manufacturing, regional distribution, trade, and services such as offices, software developers, educational technology, corporate headquarters, and other employment uses.
- 3.16 Parcel size and suitability.** Designate land for industrial sites in the various sizes needed to accommodate the City's identified target industries. Additionally, provide appropriate area for the development of smaller-scale support industries and services in close proximity to large lot industrial and employment users.
- 3.17 Large lot preservation.** Apply and maintain regulations that protect and preserve large lot industrial and employment sites (greater than 10 acres) in the Clear Lake area, and prevent re-designations or land divisions into lots smaller than 10 acres prior to securing the large lots in accordance with the stated land needs of the 2012-2032 Economic Opportunity Analysis, as shown in the following table.

Site Size Range (Suitable Acres)	Number of sites needed	Suitable Acres Needed
10 to 20 acres	4	40 – 80
20 to 50 acres	2	40 – 100
50 to 75 acres	3	150 - 225
75 acres and larger	2	150 – 200
<b>Total</b>	<b>11</b>	<b>380 – 605</b>

- 3.18 **Multimodal freight accessibility.** Encourage maximum use of industrial land by businesses that rely on access and adjacency to multimodal (rail, highway, airport) freight infrastructure and services.
- 3.19 **Industrial land preservation.** Protect and retain the West Eugene and Highway 99 Industrial Corridors as industrial land, particularly parcels with access to rail infrastructure. Foster opportunities for a variety of heavy industrial development in existing heavy industrial areas.
- 3.20 **Brownfields.** Promote brownfield redevelopment in partnership with the City of Springfield and Lane County by pursuing opportunities to acquire industrial lands or secure funding to assist property owners with assessment and cleanup costs of environmentally contaminated lands.
- 3.21 **Parcel assembly.** Facilitate assembly of smaller vacant or underutilized industrial parcels to create redevelopment opportunities within the urban growth boundary.
- 3.22 **West Eugene employment areas.** Protect industrial areas in west Eugene, while supporting their evolution into diverse places of commerce with a flexible regulatory approach that offers a broad mix of employment and industrial uses, thereby accommodating increased employment densities and services to surrounding neighborhoods.
- 3.23 **Flexible campus employment areas.** Recognize changing market demands and accommodate land needs through flexible zoning for light industrial/campus employment areas, including Greenhill Technology Park, Willow Creek Circle and Chad Drive.
- 3.24 **Environmental justice and compatibility.** To promote compatibility between industrial lands and adjacent areas, apply and maintain land use regulations to avoid the siting of new heavy industrial uses in areas that already accommodate a disproportionate amount of such uses or near residentially designated lands, schools, day care centers, and community recreational facilities such as athletic fields, pools and playgrounds; or, mitigate typical associated impacts when adjacency cannot be avoided.

**Short-term Land Supply – Policies in this section present strategies for optimizing developable sites.**

- 3.25 **Short-term supply.** Provide a competitive short-term supply of land for the industrial and other employment uses identified in the Economic Opportunities Analysis.
- 3.26 **Urban services.** Provide urban services to employment lands inside the urban growth boundary in order to increase the short-term land supply.



- 3.27 **Site preparedness.** Work with property owners of current vacant or underutilized industrial lands, especially those larger than 25 acres, to reduce the financial and regulatory obstacles to development, with a goal of making these sites ready for development. In particular, explore a private/public partnership to address wetland permitting issues on larger industrial sites.

**Infrastructure, Facilities and Transportation Planning** – *Policies in this section identify key physical elements of City investment.*

- 3.28 **Infrastructure.** Accommodate future employment and industrial land needs within the urban growth boundary where public facilities are already present or can be efficiently extended. Plan for the extension of infrastructure services through amendments to the regional public services and facilities plan and the local transportation system plan.
- 3.29 **Transportation services.** Encourage the development of transportation facilities which improve access to employment areas and improve freight movement capabilities by implementing the policies and projects in the local transportation system plan and the local airport master plan.
- 3.30 **Technological support.** Collaborate with partners to instate technological systems such as broadband internet service, both current and as needed in the future, as a means to accelerate high technology firm development.
- 3.31 **Public investment.** Use public infrastructure investment and other financial incentives in strategically prioritized locations – downtown, neighborhood centers, key corridors, core commercial areas, and employment and industrial areas – as a catalyst to foster private development and site intensification to support employment growth, economic competitiveness, and increased access to opportunity.

**Downtown, Key Corridors, and Core Commercial Areas** – *Policies in this section support geographic areas of particular economic intensity.*

- 3.32 **Priority development areas.** Promote redevelopment and reuse in prioritized areas including downtown, key corridors, and core commercial areas.
- 3.33 **Urban economy.** Promote downtown as a hub of creative, entrepreneurial activity that can attract new investment and retain and grow existing businesses that thrive in the urban environment.
- 3.34 **Multifaceted, regional center.** Strengthen downtown's role as a destination and the functional center for government, business and commerce, entertainment and the arts, and education in Eugene and the Southern Willamette Valley.
- 3.35 **Neighborhood vitality.** Recognize the vital role of commercial facilities that provide services and goods in complete, walkable neighborhoods throughout the community. Encourage the preservation and creation of affordable neighborhood commercial space to support a broad range of small business owners across all neighborhoods.



# Transportation

## Introduction

To realize our community's vision for a future growth pattern that makes the most efficient use of land and financial resources, land use planning must be integrated with transportation planning. The Eugene 2035 Transportation System Plan was developed to address the future transportation needs of the community as envisioned in the Envision Eugene Comprehensive Plan.

The Eugene 2035 Transportation System Plan complies with Statewide Planning Goal 12, Transportation: "To provide and encourage a safe, convenient, and economic transportation system." By addressing all modes of travel, either directly or by reference to other plans such as the local airport master plan and Lane Transit District's long range plan, the Eugene 2035 Transportation System Plan is designed to meet Eugene's transportation needs as they evolve in the future and to increase transportation choices available throughout the community. Additionally, the regional and state-wide transportation needs of Eugene's residents are addressed in two regional transportation plans, numerous transportation plans adopted by surrounding communities, and the Oregon Highway Plan.

## Policies

**9.1 Local transportation planning.** The Eugene 2035 Transportation System Plan, not including the transportation financing program, serves as the transportation element of the Envision Eugene Comprehensive Plan and amendments to that plan shall constitute amendments to this plan.



## Administration and Implementation

### Introduction

The Envision Eugene Comprehensive Plan is a result of the Envision Eugene community visioning project. This local comprehensive plan reflects the long-term vision for Eugene, describes implementation tools to achieve this vision, and sets a Eugene-specific urban growth boundary. Because the Envision Eugene Comprehensive Plan is based in part on assumptions and projections, its effectiveness depends upon its responsiveness to changing conditions and community needs. As the City of Eugene maintains and implements this plan, it will adhere to the community's vision, comply with state laws and goals, and strive for efficient, responsible administration.

In addition to administering the plan and implementing its goals and policies, the City recognizes the need to provide information to the community and decision makers so that both may periodically assess the validity of growth planning assumptions and the effectiveness of the City's growth management strategies. This will take the form of monitoring efforts that are flexible enough to address changing conditions and needs in the community. Because quantitative analysis and qualitative analysis require different programmatic approaches, the City's monitoring efforts will include different frameworks to address these types of analysis.

The Growth Monitoring Program focuses on quantitative analysis, and represents a renewed commitment by the City to track changing conditions and policy outcomes. This program is intended to provide information to inform future policy decisions related to growth management. It will provide a recurring feedback loop by collecting data about the way in which Eugene is actually growing, comparing that data to growth assumptions that were previously made, sharing and seeking feedback on the results through a public process, and then bringing actions to the City Council to address differences between the actual growth and the growth assumptions. The cycle then continues by collecting new data about the way in which Eugene is growing, and so on into the future.

This chapter lays out goals and policies for management and implementation of the Envision Eugene Comprehensive Plan in a way that supports the seven pillars of Envision Eugene. Responsible administration relies on clear, consistent processes, while effective implementation relies on solid partnerships and a diverse array of tools. Many of the tools that the City will use in this effort are noted in policies below, ranging from regulations and programs to partnerships. Ongoing monitoring and adjustment of the plan and implementation tools allow them to remain effective, desirable and relevant. This chapter introduces some of the mechanisms by which policy direction of the Envision Eugene Comprehensive Plan is implemented through regulations and land use application criteria in City code, as well as City programs. All seven pillars of Envision Eugene are balanced in the development of the policies of this comprehensive plan, though some pillars may be more topical than others for any given chapter.

The City of Eugene's goals for administration and implementation are:

- 1. Clear and Effective Process**

Administer the Envision Eugene Comprehensive Plan efficiently, effectively, and in accordance with state laws and goals, through processes that are clear and accessible to the community.

- 2. Adaptability and Responsiveness**

Provide mechanisms for amending and updating the Envision Eugene Comprehensive Plan and its implementation programs and tools to reflect the changing conditions, needs and attitudes of the community.

### 3. Coordination and Collaboration with Partners

Align planning efforts with local and regional jurisdictions and agencies in support of the goals and values of the community as expressed in the Envision Eugene Comprehensive Plan.

The policies guiding administration and implementation are organized into the following topic areas:

- **Administration**
- **Implementation**
- **Monitoring**

## Policies

**Administration** – *Policies in this section address the legal responsibilities of maintaining and updating this plan.*

**10.1 Comprehensive Plan amendments.** Periodically review factual information regarding Eugene’s growth and, if necessary, make corresponding amendments to the Envision Eugene Comprehensive Plan. Amendments may include updates or additions to policies and supporting text, changes to the urban growth boundary, changes to land use regulations and incentives, or changes to the land use designation map.

**10.2 Comprehensive Plan review process.** Process the review and recommendations for proposed amendments to the Envision Eugene Comprehensive Plan and its implementation measures through the City of Eugene Planning Commission and City Council (and through Lane County when necessary) in accordance with the procedures set out in Chapter 9 of the Eugene Code.

**10.3 School facility planning.** The Eugene School District 4J Facilities Long-Range Plan and the Bethel School District Long Range Facilities Plan adopted by the school districts in consultation with the City of Eugene serve as an element of this comprehensive plan, meaning that those school district plans form the basis for school facility planning in the Eugene urban growth boundary.

**10.4 Local planning coordination.** Collaborate with local planning partners, both among City staff and beyond, to enhance alignment between the Envision Eugene Comprehensive Plan and other planning efforts in the region.

**Implementation** – *Policies in this section outline key strategies for achieving the community vision, goals and policies.*

**10.5 Implementation tools.** Utilize a broad spectrum of tools to implement the policies of the Envision Eugene Comprehensive Plan, including facilitative, regulatory, and financial tools developed through a public planning process.

**10.6 Community partnerships.** Continue to plan collaboratively with partner agencies to develop implementation and planning efforts that reflect the community vision and make efficient use of

regional resources.

**10.7 Code Improvement Program.** Create and maintain a program for the evaluation and regular adjustment of regulations in Eugene’s Land Use Code through collaborative, ongoing code improvement.

**Monitoring** – *Policies in this section identify the goals and overall process of the City’s monitoring efforts<sup>1</sup>.*

**10.8 Quality-of-life indicators.** Develop and maintain monitoring efforts that provide a means for evaluating whether development is achieving Envision Eugene’s more qualitative goals and objectives, such as creating walkable and affordable neighborhoods and a beautiful, active and prosperous downtown and key corridors. A diverse set of interested parties, such as City boards and commissions, the (growth monitoring) technical advisory committee, and community and neighborhood groups will be involved in developing the analysis and reviewing the results.

**10.9 Growth Monitoring Program.** Develop and maintain a Growth Monitoring Program that shall include such components as: data collection, analysis and reporting, consideration of actions to address the data, and evaluation of the Growth Monitoring Program itself. Examples of relevant data and trends to be collected/monitored include, but are not limited to:

- Official population forecasts
- Housing trends such as the mix of housing types, housing density and housing affordability
- Economic development trends such as employment growth rate
- Rate of development of the city’s employment and residential land
- The number of homes or jobs developed through the city’s growth management or “efficiency” strategies
- Compatibility

**10.10 Growth Monitoring Program reporting.** The City Manager shall report to the City Council and the community on relevant Growth Monitoring Program data as follows:

- Provide an annual report on key data
- Provide a comprehensive report three years after the Eugene-specific urban growth boundary has been acknowledged by the State and, thereafter, every five years
- Provide additional reports on an as-needed basis

**10.11 Growth Monitoring Program analysis.** The City’s review and analysis of Growth Monitoring Program data shall include input from an advisory committee appointed by the City Manager, as well as other interested parties, boards and commissions, such as the Planning and Sustainability Commissions. The advisory committee shall be comprised of community members with diverse interests and areas of technical expertise concerning growth management.

**10.12 Growth Monitoring Program evaluation.** The Growth Monitoring Program shall include a

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<sup>1</sup> The City’s monitoring efforts will include both quantitative and qualitative assessments regarding the city’s growth and development. Monitoring is integral to a responsive, adaptable, and transparent growth plan. The policies in this section initiate these efforts through commitments to specific monitoring strategies.

schedule for its periodic evaluation so that it is adaptable to changing needs and trends and to enhance its efficiency, accuracy and achievement of program key objectives. Key objectives are:

- To have growth-related data that is complete and relevant to future needs
- To efficiently collect the growth-related data
- To provide growth-related information to the community
- To regularly assess current status of the City's land supply
- To regularly assess the effectiveness of land use efficiency strategies
- To identify growth planning trends
- To regularly assess and adjust the program in response to changing needs



# Eugene Urban Growth Boundary

## Introduction

The Eugene urban growth boundary identifies the land that is likely to be needed by Eugene's growing population over a specific period of time. Eugene's urban growth boundary, adopted by Eugene and Lane County, is expected to accommodate Eugene's land needs through 2032. It includes all land inside Eugene's city limits and some additional land that is likely to annex to the City over time. Land located between the city limits and the urban growth boundary, an area referred to as the "urban transition area," will remain in rural use until the land is annexed to the City.

The location of the Eugene urban growth boundary was identified with careful consideration of the forecasted population growth for the City of Eugene and the corresponding need for additional housing, employment opportunities, parks, schools and public infrastructure. The City's Growth Monitoring Program, discussed in the Administration and Implementation chapter of this comprehensive plan, will be used to evaluate new information for purposes of determining whether future adjustments to the urban growth boundary are needed.

The Employment Land Supply Study, located at Appendix B to this comprehensive plan, includes a supply and demand analysis of buildable employment land within the Eugene urban growth boundary area for the 2012-2032 planning period. The study demonstrates that, based on the best information available at the time of the study, Eugene's 2012 urban growth boundary did not include sufficient buildable employment land to meet demands through 2032, and had to be expanded.

Eugene's residential land supply has been established based on analysis that shows Eugene residents will desire more multi-family housing than they have in the past, as well as greater density and more diverse housing types that will provide for the needs of households at all income levels. The Residential Land Supply Study, located at Appendix C to this comprehensive plan, includes a supply and demand analysis of buildable residential land within the Eugene urban growth boundary area for the 2012-2032 planning period. The study demonstrates that, based on the best information available at the time of the study, Eugene's 2012 urban growth boundary included sufficient buildable residential land to meet demands through 2032.

The Eugene-Springfield Metropolitan Area General Plan (Metro Plan) includes the "Metro Plan Diagram," the land use designation map that assigns general land use designations to all land within the Eugene urban growth boundary (See Metro Plan Chapter II-G). The designations shown on the Metro Plan Diagram will continue to apply to Eugene until such time as a Eugene-specific land use designation map is adopted by the City of Eugene.

## Policies

**11.1 Urban Growth Boundary Map.** The official, precise location of the Eugene urban growth boundary is the location shown in the Eugene Urban Growth Boundary shapefile at Appendix A to this Envision Eugene Comprehensive Plan (on compact disc). The location of the urban growth boundary depicted on other maps in this Envision Eugene Comprehensive Plan and in the Metro Plan is shown for illustrative purposes only.

URBAN GROWTH BOUNDARY

## Glossary

The words and phrases below are defined as used in the context of the Envision Eugene Comprehensive Plan.

**Business incubator.** An organization that provides services such as operating space, mentoring, networking, management training and shared administrative needs with the goal of fostering companies through a startup phase to the point where they can thrive independently.

**City.** Where the word City is capitalized, it refers to the City of Eugene as a governing body and organization. Where the word city is not capitalized, it refers to the physical or social community of Eugene.

**Core commercial areas.** Long established commercial areas that accommodate a majority of the large-scale retail businesses in Eugene. These areas are typically located along or at intersections of major arterial streets and are identified on the Key Corridors and Core Commercial Areas map in the Eugene 2035 Transportation System Plan.

**Development ready or Ready for development.** A term used to categorize land supply within the urban growth boundary that has urban services and is free of regulatory barriers to development.

**Industry cluster.** A group of businesses that are concentrated in a geographic area, and benefit from a corresponding concentration suppliers, talent and associated institutions, as well as intangible benefits like culture (e.g. brewery cluster that benefits from strengths in local agriculture, water, market, culture and regional reputation).

**Key corridors.** The six corridors – Highway 99, River Road, Coburg Road, South Willamette, Franklin Boulevard, and West 11th Avenue – that are intended to have frequent transit service connecting downtown to numerous core commercial areas. See Key Corridors and Core Commercial Areas Map.

**Low-income housing.** Housing priced so that a household at or below 80 percent of median income pays no more than 30 percent of its total gross household income on housing and utilities.

**Underutilized Sites.** Properties that are vacant, or partially vacant with low value or low intensity development, where the land use regulations allow for significantly greater entitlements.

# Envision Eugene Comprehensive Plan – Questionnaire Results Report

October 19, 2016

1. Background
  2. Executive summary
  3. Key Results and Analysis
  4. Who did we hear from and who not?
  5. Conclusion
- Attachment- Full results

## Background

The City of Eugene is preparing to adopt a city-specific urban growth boundary and comprehensive plan. As a part of that preparation, the City sought community feedback on the first phase of the draft comprehensive plan over the summer of 2016, including the online Envision Eugene Comprehensive Plan Questionnaire. The results of that questionnaire are summarized in this report.

## Executive Summary

The comprehensive plan questionnaire was open from August 26 through October 6, 2016 and was broadcast through several means including newsletters, posters, and print advertisements. There were 13 questions, of which two (2) were about comprehensive plan goals, two (2) were about comprehensive plan policies and nine (9) were about demographics or other information. The questions included links to materials crucial to the question, as well as links to additional materials that “dive deeper” into details (such as the full text of each chapter). There were 84 respondents, of which about 23% answered only the first question. A total of 56 respondents answered both goal questions, 40 respondents answered the policy questions, and an average of 50% respondents provided demographic information. Given the number of respondents relative to the population of Eugene, this questionnaire by no means represents broad opinion or consensus. It rather serves as one tool to identify additional concerns or impacts of the comprehensive plan as it moves into the formal adoption process.

## Key Results

Question Topic	Key Takeaways
<b>Goals of the Economic Development Chapter</b>	<ul style="list-style-type: none"> <li>68% (44 people) said the goals balance/support or somewhat balance/support city goals and values</li> </ul>
<b>Goals of the Administration and Implementation Chapter</b>	<ul style="list-style-type: none"> <li>63% (35 people) said the goals balance/support or somewhat balance/support city goals and values</li> </ul>
<b>Policies of the Economic Development Chapter</b>	<ul style="list-style-type: none"> <li>56% (23 people) said the policies balance/support or somewhat balance/support city goals and values</li> <li>29% (12 people) said goals do not balance/support city goals and values</li> </ul>

<b>Policies of the Administration and Implementation Chapter</b>	<ul style="list-style-type: none"> <li>• 58% (23 people) said the policies balance/support or somewhat balance/support city goals and values</li> <li>• 23% (9 people) said goals do not balance/support city goals and values</li> </ul>
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This table does not reflect those that responded neutral or that they didn't have enough information.

### Who did we hear from and who did we not?

Most respondents indicated that they had either recently learned about Envision Eugene (31%) or had been following in some way (44%). Additional responses suggest that 37% of respondents were new to Envision Eugene, while 62% were familiar through some other activity. A portion of those already familiar indicated that they had participated in committees, boards or commissions working on Envision Eugene (17%).

About 50% of respondents answered the demographics questions. As detailed further on page 4, the demographics of those who responded to the questions differed from the demographics of Eugene as a whole; particularly with regard to age, income, rent/own, and education.

- Most respondents were Caucasian, 40 years or older, had a Bachelor's degree or more, and made between \$25,000 and \$75,000 in household income. Over half of the residents lived in either south or east central Eugene.
- There was no identified representation from community members under the age of 18, community members without a high school diploma, or residents of the Bethel area, Downtown, the Harlow neighborhood, the Industrial Corridor, Laurel Hill, South University, Trainsong, West Eugene, and West University.
- There was an underrepresentation of renters, people 0-39 years old, people with some college or less, residents with household incomes of 0-\$24,999, and residents of West Eugene broadly.

## Key Results and Analysis: Goals

### Questions 2 and 3 were focused on the goals of the Economic Development chapter and the Administration and Implementation chapter of the Envision Eugene Comprehensive Plan

Question 2. Do you think the **goals** of the Economic Development chapter shown below balance and support the city's goals and values to provide ample economic opportunities for all community members?

(DRAFT)

The City of Eugene's goals for economic development are:

#### 1. Household Prosperity

Broaden and diversify the Eugene economy so all residents have ample employment opportunities with increased average income, improving individual and household quality of life.

#### 2. Business Development

Encourage business development that leads to a higher employment rate and an economic climate where business ventures grow and thrive with the land, zoning, and infrastructure they require.

### **3. Community Vitality**

*Provide appropriate support for the variety of distinct economic activity centers in the community, including downtown Eugene, key corridors and core commercial areas, neighborhood business districts, and the region as a multijurisdictional entity.*

- 68% (44 people) said the goals balance/support or somewhat balance/support city goals and values
- 11% (7 people) said goals do not or somewhat do not balance/support city goals and values
- There were 17 additional comments provided. Common themes in the comments included:
  - 5 comments addressed the clarity of language in the goals and/or the degree to which goals exclusively focused on the content of the chapter. Most of these comments indicated a desire for both more specific language and a broader focus in terms of the topic areas addressed
  - 5 comments addressed to what degree the City should support businesses and what types of actions or concessions it should require in exchange for that support; the comments reflected a mix of wanting more support (2), less support (3), and demanding specific hiring practices from businesses (1)
  - 4 comments addressed housing concerns, such as that neighborhoods should be zoned exclusively for residential use, that new employment centers should include housing, a request for denser housing to prevent expansion, and a demand that apartments be kept out of neighborhoods.
  - 2 comments addressed the process of gathering feedback, indicating confusion or lack of sufficient information
  - 1 comment addressed building height restrictions

**Question 3.** *Do you think the **goals** of the Administration and Implementation chapter shown below balance and support the city's goals and values to provide for adaptable, flexible and collaborative implementation?*

*(DRAFT)*

*The City of Eugene's goals for administration and implementation are:*

#### **1. Clear and Effective Process**

*Administer the Envision Eugene Comprehensive Plan efficiently, effectively, and in accordance with state laws and goals, through processes that are clear and accessible to the community.*

#### **2. Adaptability and Responsiveness**

*Provide mechanisms for amending and updating the Envision Eugene Comprehensive Plan and its implementation programs and tools to reflect the changing conditions, needs and attitudes of the community.*

#### **3. Coordination and Collaboration with Partners**

*Align planning efforts with local and regional jurisdictions and agencies in support of the goals and values of the community as expressed in the Envision Eugene Comprehensive Plan.*

- 63% (35 people) said the goals balance/support or somewhat balance/support city goals and values
- 21% (12 people) said goals do not or somewhat do not balance/support city goals and values, four of whom commented as noted below
- There were 11 additional comments provided. Common themes in the comments included:
  - 8 comments addressed City process, at a number of levels; 3 addressed how process should function moving forward, 2 expressed frustration with outreach around the questionnaire itself, and 3 expressed frustration with City planning efforts broadly.
  - 3 comments addressed wanting specific, measureable goal language (2) and wanting goals to address broad values, rather than the chapter focus(1).

## Key Results and Analysis: Policies

**Questions 4 and 5 were focused on the policies of the Economic Development chapter and the Administration and Implementation chapter of the Envision Eugene Comprehensive Plan**

*Question 4. Do you think the **policies** of the Economic Development chapter linked below balance and support the city's goals and values to provide ample economic opportunities for all community members?*

- 56% (23 people) said the policies balance/support or somewhat balance/support city goals and values
- 29% (12 people) said goals do not balance/support city goals and values
- There were 12 additional comments provided. Common themes in the comments included:
  - 4 comments indicated opposition to either specific policies or broader strategies, such as increased tourism, increased population and/or density, policies that support car-oriented development, the ordering of policies such that downtown is addressed at the end of the chapter, four specific policies regarding the expansion and efficiency measures, policies that support businesses with tax money, and policies that focus on specific types of businesses.
    - The only specific policies that were requested to be removed were three policies that are required to support the expansion and one policy that is the basis for an efficiency measure
  - 3 comments indicated a desire for additional elements, including the strengthening of a policy to support neighborhood commercial to include measures for design review that limit impacts to residential properties, a policy to address crime, and a number of specific projects, including development projects and a code change.
  - 2 comments addressed the process of gathering input for the policies, one expressing frustration and one requesting more neighborhood involvement

*Question 5. Do you think the **policies** of the Administration and Implementation chapter linked below balance and support the city's goals and values to provide for adaptable, flexible and collaborative implementation?*

- 58% (23 people) said the policies balance/support or somewhat balance/support city goals and values
- 23% (9 people) said goals do not balance/support city goals and values
- There were 8 additional comments provided. Common themes in the comments included:
  - 4 comments addressed ongoing process and the application of these policies; 3 addressed difficulties in applying policies in terms of ongoing support, how practical/possible it is to balance between policies with different directions, and integration across City efforts; one expressed skepticism in the concept of “predicting” the future
  - 4 comments indicated additional elements they would like to see represented; 2 expressed frustration with a lack of public involvement/equity policies; one expressed desire to see policies addressing homeless population, one expressed desire to see monitoring of impacts on properties adjacent to those being redeveloped

## Who did we hear from and who not?

**Question 1 and 6-12 were about who took the questionnaire.**

The questionnaire was broadcast through a variety of measures including a 650-person Envision Eugene e-newsletter, four print advertisements and a poster distributed to 21 locations (see the Multi-family Options Summer Outreach Report for details on outreach efforts).

To help us know if the questionnaire was reaching a broad range of Eugeneans, we asked when respondents learned about Envision Eugene and asked for demographic information including what zip code and neighborhood association they live in, as well as their age, race, income, whether they rent or own their home, and educational attainment.

**Question 1.** *When did you learn about Envision Eugene?*

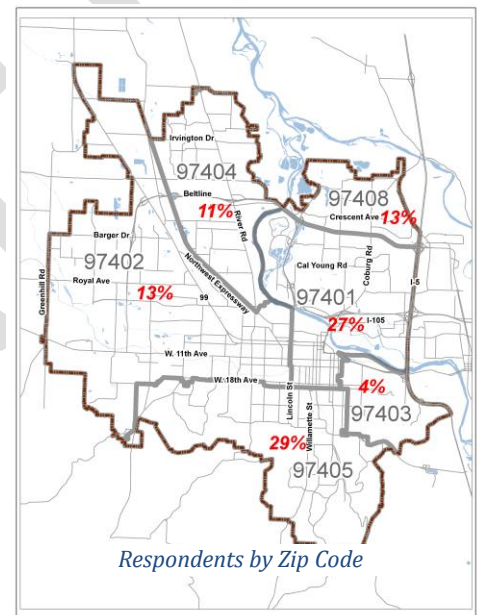
Respondents were able to select multiple options for how they had learned about Envision Eugene. In summary, twenty-six (26) respondents selected that they had recently learned about Envision Eugene, and another five (5) provided write-in answers that suggest that they learned about it recently for a total of thirty-one (31) respondents, or 37% presumed new to the project. Thirty-seven (37) respondents selected that they had been following Envision Eugene over the years, and another fifteen (15) selected answers that suggest that they have followed it over time, for a total of fifty-two (52) respondents, or 62% presumed somewhat familiar with the project.

**Questions 6-12.** *As we mentioned, we're hoping to reach a broad range of folks. To help us know who we are reaching, please provide the following general information about yourself. These questions are optional and are intended to give a general sense of who we are reaching.*

**Question 6.** *What zip code do you live in?*

**Question 7.** *What neighborhood do you live in?*

**Question 8.** *What is your age?*





- Question 9.           What is your race?  
 Question 10.       Please estimate your total household income for 2015 before taxes.  
 Question 11.       Do you rent or own where you live?  
 Question 12.       What is your educational attainment?

- Between 44% and 53% of respondents took the demographic questions (depending on the question – average participation over the seven questions was 50%). Of those who responded, the following table shows the breakdown compared to the U.S. Census data for all of Eugene:

Demographic Information	Survey Data (Based on an average 50% Response rate)	Community Data <sup>1*</sup>
<b>Where people live (top locations shown)...</b>		
<ul style="list-style-type: none"> <li>97405 (south Eugene)</li> <li>97401 (east central Eugene)</li> </ul>	<ul style="list-style-type: none"> <li>29%</li> <li>27%</li> </ul>	<ul style="list-style-type: none"> <li>Not readily available</li> <li>There are six Eugene zip codes</li> </ul>
<ul style="list-style-type: none"> <li>Cal Young Neighborhood Association</li> <li>Northeast Neighbors</li> <li>Southwest Hills Neighborhood Association<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>16%</li> <li>13%</li> <li>10%</li> </ul>	<ul style="list-style-type: none"> <li>6%</li> <li>5%</li> <li>4% (2010 data<sup>3</sup>)</li> </ul>
<b>People who are...</b>		
<ul style="list-style-type: none"> <li>over 40 years old</li> <li>18-39 years old</li> </ul>	<ul style="list-style-type: none"> <li>80%</li> <li>20%</li> </ul>	<ul style="list-style-type: none"> <li>43%</li> <li>57%</li> </ul>
<ul style="list-style-type: none"> <li>identified as white Caucasian</li> <li>identified as any other race</li> </ul>	<ul style="list-style-type: none"> <li>90%</li> <li>10%</li> </ul>	<ul style="list-style-type: none"> <li>86%</li> <li>15%</li> </ul>
<ul style="list-style-type: none"> <li>made \$25,000 to \$75,000 (2015)</li> <li>made \$75,000 or more</li> </ul>	<ul style="list-style-type: none"> <li>46%</li> <li>38%</li> </ul>	<ul style="list-style-type: none"> <li>40%</li> <li>29%</li> <li>(Households)</li> </ul>
<ul style="list-style-type: none"> <li>own where they live</li> <li>rent where they live</li> </ul>	<ul style="list-style-type: none"> <li>78%</li> <li>22%</li> </ul>	<ul style="list-style-type: none"> <li>49%</li> <li>51%</li> <li>(Households)</li> </ul>
<ul style="list-style-type: none"> <li>have a Bachelor's degree or higher</li> <li>have less than a high school degree to some college</li> </ul>	<ul style="list-style-type: none"> <li>84%</li> <li>16%</li> </ul>	<ul style="list-style-type: none"> <li>40%</li> <li>60%</li> </ul>

<sup>1</sup> For consistency, the majority of the community data is from the 2010-2014 American Community Survey 5-year estimates, giving an approximation of the community today. The ACS reports on residents within the Eugene city limits. The questionnaire respondents could be outside the city limits.

<sup>2</sup> Southwest Hills Neighborhood Association was called Crest Drive Citizens Association until 2015, when it also changed its boundaries. Community Data reflects the previous boundaries.

<sup>3</sup> The census does not provide population by neighborhood association boundary. The last effort to do this was the City of Eugene Neighborhood Assessment 2011. These estimates include people within the City of Eugene Neighborhoods, which sometimes extend beyond the urban growth boundary.

## Conclusion

The questionnaire is one piece of community input to consider when refining the draft comprehensive plan. The results of the questionnaire cannot be used as statistically valid, however they do provide an important snapshot of community input and help identify issues of concern in the community. The findings give us an indication of whether the draft goals and policies will gain broad public support through the adoption process. The results of the questionnaire found:

- General support for the draft goals and policies
- Moderate levels of confusion as to the role of the plan at large and more specifically the different roles of goals vs policies vs implementation measures
- Moderate levels of frustration regarding the limited scope of the chapters presented
- A need to continue and broaden public engagement with the Comprehensive Plan as we move forward

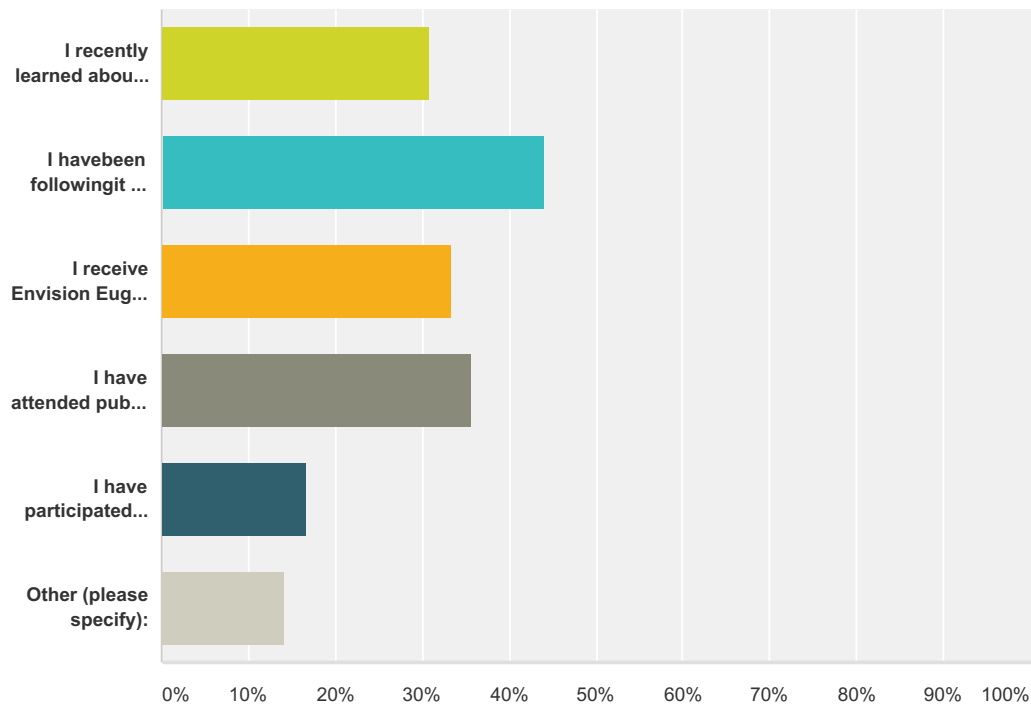
## Attachments

1. Envision Eugene Comprehensive Plan Questionnaire – Full Result

## Envision Eugene Comprehensive Plan Questionnaire

**Q1 To help us know if we are reaching a broad range of Eugeneans, please tell us when you learned about Envision Eugene? (check all that apply)**

Answered: 84 Skipped: 0



Answer Choices	Responses
I recently learned about it	30.95% 26
I have been following it in the news or on the web over the years	44.05% 37
I receive Envision Eugene email updates	33.33% 28
I have attended public events	35.71% 30
I have participated in committees, boards or commissions working on Envision Eugene	16.67% 14
Other (please specify):	14.29% 12
<b>Total Respondents: 84</b>	

#	Other (please specify):	Date
1	Received letter in mail.	10/4/2016 5:23 PM
2	I am a part of SCRRIP.T.	9/28/2016 11:04 AM
3	Envision Eugene as a walkable, get-to-by-foot" goal, there is a major element that you have not yet considered. We desperately need more police in this city; screaming vehicles with speeding, running red lights, texting while driving, modified mufflers that provoke anger, pedestrians at risk!! Where are the police officers? We don't see them, and we need more of them, NOW!!!	9/26/2016 4:23 PM
4	Learned about it when the city proposed SWSAZ in spring of 2015	9/21/2016 10:04 AM
5	The R2 Zoning Code Changes letter sent Sept 2, 2016.	9/16/2016 10:41 AM

## Envision Eugene Comprehensive Plan Questionnaire

6	Churchill Area Neighbors FaceBook page.	9/3/2016 5:15 PM
7	Learned about it when I moved here in 2015	8/31/2016 1:29 PM
8	Assorted Volunteer efforts	8/31/2016 1:25 PM
9	Other sources	8/26/2016 5:11 PM
10	I have talked to city staff	8/26/2016 4:42 PM
11	I am member of the League of Women Voters Action Committee	8/26/2016 11:15 AM
12	member of League of Women Voters Action Committee	8/26/2016 11:03 AM

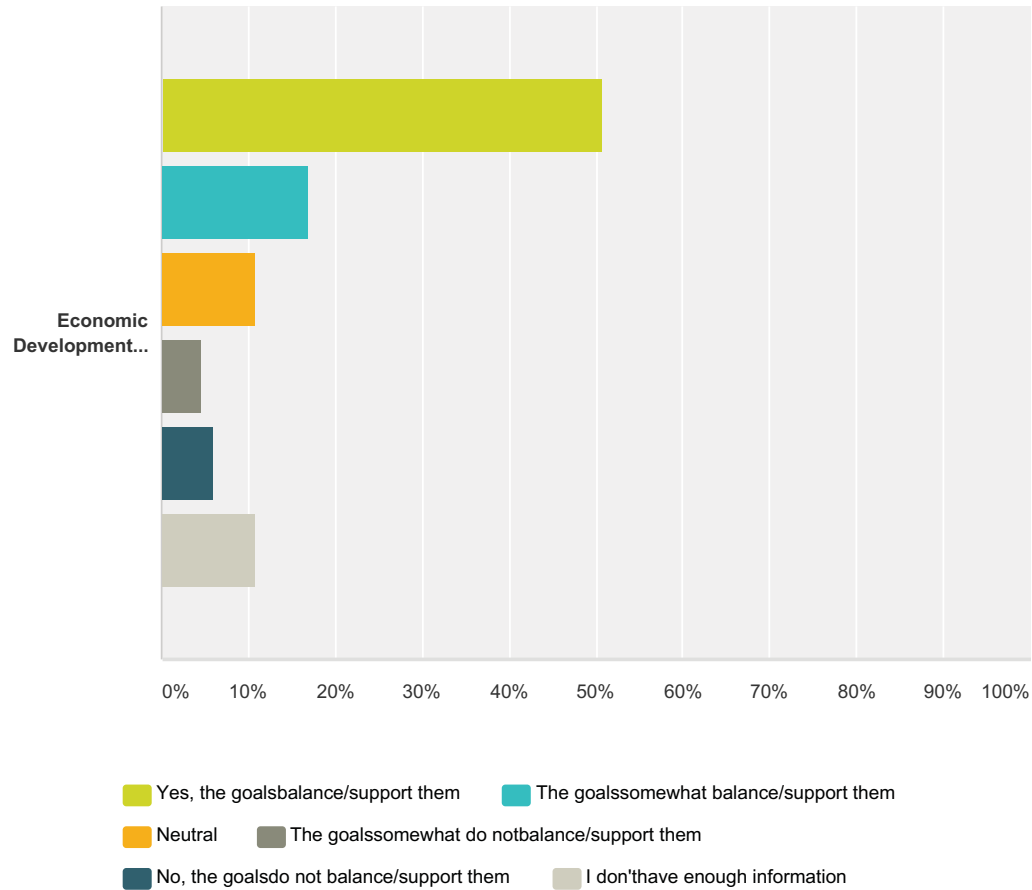
**Q2 Do you think the goals of the Economic Development chapter shown below balance and support the city's goals and values to provide ample economic opportunities for all community members? (DRAFT) The City of Eugene's goals for economic development are:**

- 1. Household Prosperity** Broaden and diversify the Eugene economy so all residents have ample employment opportunities with increased average income, improving individual and household quality of life.
- 2. Business Development** Encourage business development that leads to a higher employment rate and an economic climate where business ventures grow and thrive with the land, zoning, and infrastructure they require.
- 3. Community Vitality** Provide appropriate support for the variety of distinct economic activity centers in the community, including downtown Eugene, key corridors and core commercial areas, neighborhood business districts, and the region as a multijurisdictional entity.

If you would like to dive deeper... For the chapter introduction, goals, and policies, see the Economic Development Chapter.

Answered: 65 Skipped: 19

## Envision Eugene Comprehensive Plan Questionnaire



	Yes, the goals balance/support them	The goals somewhat balance/support them	Neutral	The goals somewhat do not balance/support them	No, the goals do not balance/support them	I don't have enough information	Total
Economic Development goals	50.77% 33	16.92% 11	10.77% 7	4.62% 3	6.15% 4	10.77% 7	65

#	Additional comments:	Date
1	Zoning should not be changed in order to meet these goals. Neighborhoods should remain zoned for residential use only.	10/6/2016 12:00 AM
2	Environmental sustainability is a strong value of Eugeneans, so the goals should at least acknowledge that a balance must be found between economic development and sustainability.	10/5/2016 8:56 PM
3	These are mostly marketing statements, without any detail. They are aspirational statements so vague that everyone can agree with them, and not have a clue what it means. For example, does business development "encouragement" amount to tax giveaways?	10/5/2016 4:03 PM
4	The goals seem biased to too much growth, too much industry, and too much development.	10/4/2016 5:25 PM
5	"increased average income" Learn, if you don't know, and USE the difference between average and median. An increased average income is compatible with a decreased median income. "Appropriate support" is suitably vague to allow all sorts of bad practices.	10/3/2016 5:02 PM

## Envision Eugene Comprehensive Plan Questionnaire

6	One of the challenges Oregon has faced is increasing jobs that are not minimum wage, and that will retain the large number of qualified University Graduates and locally-based entrepreneurs. The emphasis statewide on Oregon jobs has been on lower income, labor-based, no-skill employment. This has created an ongoing ripple of low-income need and supports a local economic culture of welfare supplementation. I would challenge the City of Eugene to examine what kind of jobs are created and most importantly, how those jobs are filled. For instance, while encouraging new and emerging businesses to start up and/or relocate here, how many of their specialized positions will be filled by Eugene locals? It is becoming known that employers- particularly businesses relocating from other states- are being filled by hires from outside Eugene and even the state of Oregon. The obvious impact that this has is an increase in our local population that is dis-proportional to jobs available to local residents with the same skill sets and qualifications. While the issue is a national one, Oregon has failed to step up to the plate and see how this influx of high-dollar-earning population has negatively impacted the lives and livelihoods of local residents- some of whom are third, fourth generation native Oregonians. How will Eugene address this, how will Eugene encourage business growth, urban development, cultural engagement and diversity, while serving the long-standing population that has built the city?	10/2/2016 11:12 AM
7	No buildings higher than 3 stories outside of Downtown along the emx route	9/22/2016 9:03 AM
8	I've found that when a large entity (City of Eugene) has broad-range goals and plans, they have a specific action in mind. They will present that action to the community they're responsible to and will attempt to appease as many within that community to garner as much support as possible. Seeing as how I just learned of this through the letter I rec'd dated 9/2/16, I do not have enough information to form an opinion.	9/16/2016 10:48 AM
9	If you are creating new employment centers be sure to provide a mix of housing in that area so people do not have to commute large distances across town every day to work. You can not force people to live near their employment but you can make it possible.	9/14/2016 12:00 PM
10	there is no focus in these goals on existing businesses. goal 3 "appropriate support" gives no meaning where the other 2 goals have self contained descriptions. The goal should be the development of standards for supporting economic activity since there is no agreement as to what this "goal" means	9/13/2016 12:01 PM
11	We need to stop the City from sprawling outward. That simply aggravates traffic problems and destroys farmlands and other open spaces. In-city denser housing is a must.	9/2/2016 8:50 AM
12	In neighborhoods (that is places where there is single dwelling families, quit placing apartment buildings! You are devaluing the properties that are already built. I am tired of having my hard earned money taken away by this method, this happened to me, and then I was told I could never use my newly built addition for an apartment (but you could build 145 apartments in the lot next to me).	8/31/2016 3:01 PM
13	Support provided emphasis is given to areas in addition to downtown Eugene. At present, too much emphasis is given to the downtown area with all its problems.	8/31/2016 2:28 PM
14	The Business Development goals will not work if the city continues to give businesses extravagant tax breaks that end up costing the city more the benefits supposedly provided by increased employment. History has shown that businesses leave the area after the end of the tax break period. Also, companies that are not invested in the area do not stay beyond the tax break period. Hynix, Sony, HMT, and even Symantec and now Levis. I believe the sustainable thing to do would put community vitality and household prosperity over business development, if you want to create a sustainable balanced approach.	8/29/2016 2:48 PM
15	a good example of how Eugene works with business is the plastic firm that wanted to expand.	8/26/2016 5:23 PM
16	? Poorly worded / the goals support them?	8/26/2016 11:33 AM
17	Great goals, but it is how they are implemented and reaction to actual proposals that will determine effectiveness.	8/26/2016 11:19 AM

## Envision Eugene Comprehensive Plan Questionnaire

**Q3 Do you think the goals of the Administration and Implementation chapter shown below balance and support the city's goals and values to provide for adaptable, flexible and collaborative implementation? (DRAFT) The City of Eugene's goals for administration and implementation are:**

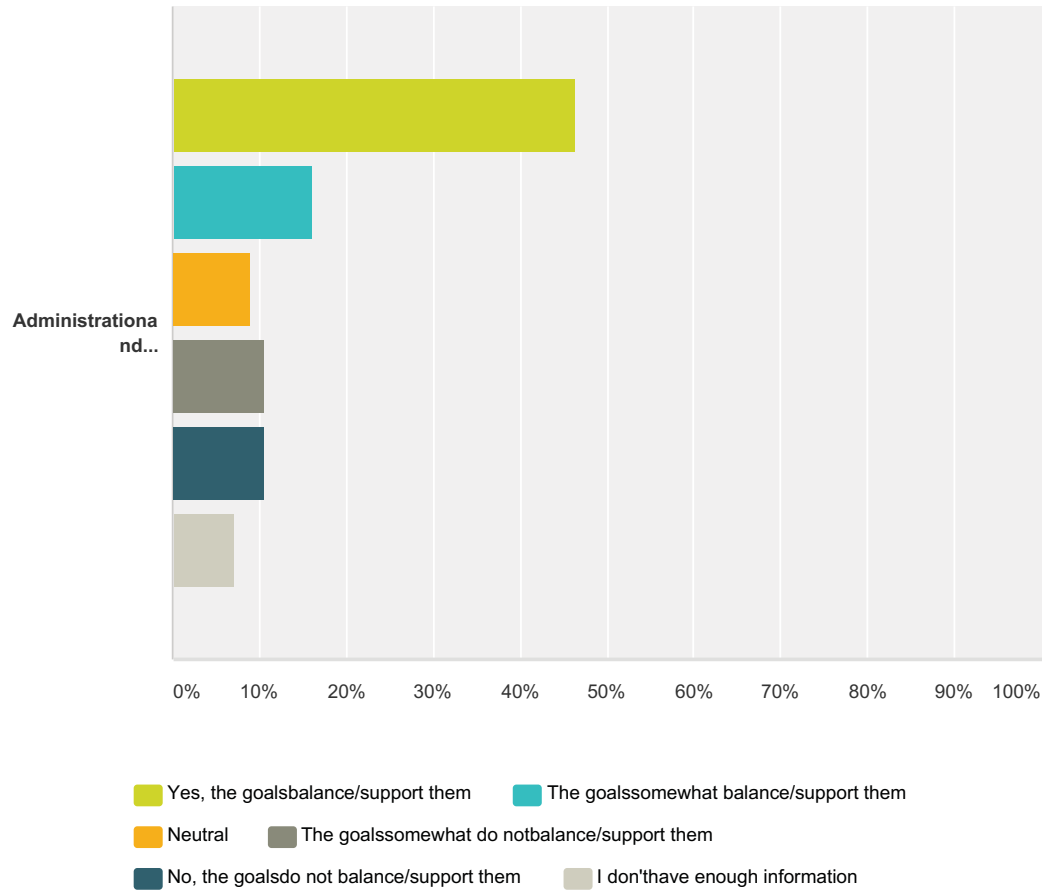
- 1. Clear and Effective Process** Administer the Envision Eugene Comprehensive Plan efficiently, effectively, and in accordance with state laws and goals, through processes that are clear and accessible to the community.
- 2. Adaptability and Responsiveness** Provide mechanisms for amending and updating the Envision Eugene Comprehensive Plan and its implementation programs and tools to reflect the changing conditions, needs and attitudes of the community.
- 3. Coordination and Collaboration with Partners** Align planning efforts with local and regional jurisdictions and agencies in support of the goals and values of the community as expressed in the Envision Eugene Comprehensive Plan.

If you would like to dive deeper... For the chapter introduction, goals, and policies, see the Administration and Implementation Chapter.

Answered: 56 Skipped: 28



## Envision Eugene Comprehensive Plan Questionnaire



	Yes, the goals balance/support them	The goals somewhat balance/support them	Neutral	The goals somewhat do not balance/support them	No, the goals do not balance/support them	I don't have enough information	Total
Administration and Implementation goals	46.43% 26	16.07% 9	8.93% 5	10.71% 6	10.71% 6	7.14% 4	56

#	Additional comments:	Date
1	Envision Eugene should act in accordance with neighborhoods visions for their area. Only the residents truly understand the character and needs of their neighborhood. Through honest dialogue and listening to the community, only then can the city follow the citizen driven vision for Eugene.	10/6/2016 12:04 AM
2	Again, sustainability values are not reflected here. Additionally, transparency in government is a primary mechanism through which other administrative efficiencies can flow. Accordingly, transparency and meaningful public input should be emphasized and not just shoehorned into goal #1 with an unrelated, meaningless goal (does Eugene need a goal to operate "accordance with state laws" or should it just do that inherently?).	10/5/2016 8:56 PM
3	The website is confusing, as is the letter I received. The effort to contact the public seems haphazard and poorly thought out.	10/4/2016 5:26 PM
4	After a year of dealing with the city planning department in my neighborhood I don't trust them! I think firing the city manager would be a good step toward rebuilding a working relationship with the neighborhoods.	9/22/2016 9:05 AM
5	Attention needs to be paid to whether opposition to the plan is based on purely personal (selfish) motives or are people grasping the need for containing sprawl.	9/2/2016 8:53 AM
6	The goals require measurable objectives. Otherwise, these are just lofty words.	8/31/2016 2:30 PM
7	This process needs to be transparent. I like the goals overall	8/31/2016 1:31 PM
8	Make sure the goals are spelled out to the community and adhered to in implantation.	8/31/2016 1:08 PM

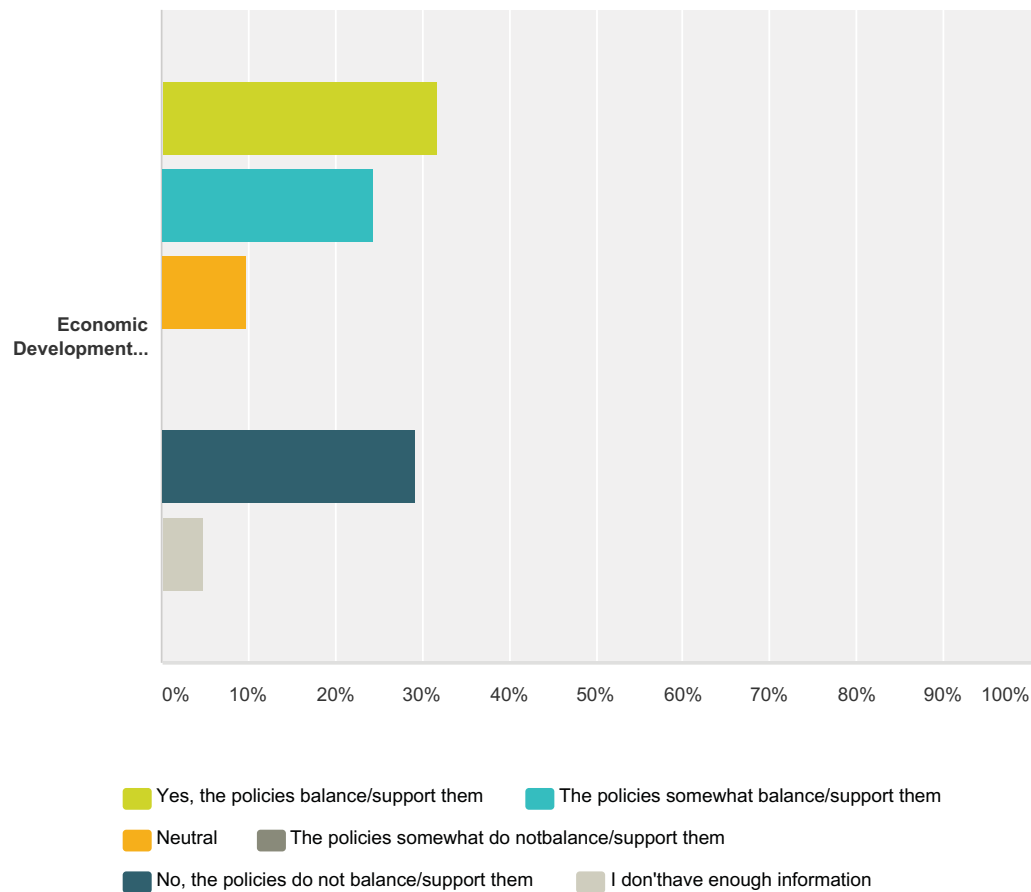
## Envision Eugene Comprehensive Plan Questionnaire

9	I think the council and mayor have been absent from the discussion. Where are they? They should be leading the discussion and out of the city promoting EE, not lost and confused as always.	8/31/2016 9:17 AM
10	Wow. Is this questionnaire meant for the average person? Or is only those who are on th staff and understand what you are trying to get at??	8/26/2016 11:36 AM
11	Getting it "right" is important but without reasonable adoption action, any plan or goals will be ineffective, Unclear if all residential and commercial development that has occurred in past when goals were written is considered in making decisions for future.	8/26/2016 11:22 AM

## Envision Eugene Comprehensive Plan Questionnaire

**Q4 Do you think the policies of the Economic Development chapter linked below balance and support the city's goals and values to provide ample economic opportunities for all community members? For a full list, see the draft Economic Development Chapter policies. If you would like to dive deeper... For the chapter introduction, goals, and polices, see the Economic Development Chapter.**

Answered: 41 Skipped: 43



	Yes, the policies balance/support them	The policies somewhat balance/support them	Neutral	The policies somewhat do not balance/support them	No, the policies do not balance/support them	I don't have enough information	Total
Economic Development policies	31.71% 13	24.39% 10	9.76% 4	0.00% 0	29.27% 12	4.88% 2	41

#	Additional comments:	Date
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## Envision Eugene Comprehensive Plan Questionnaire

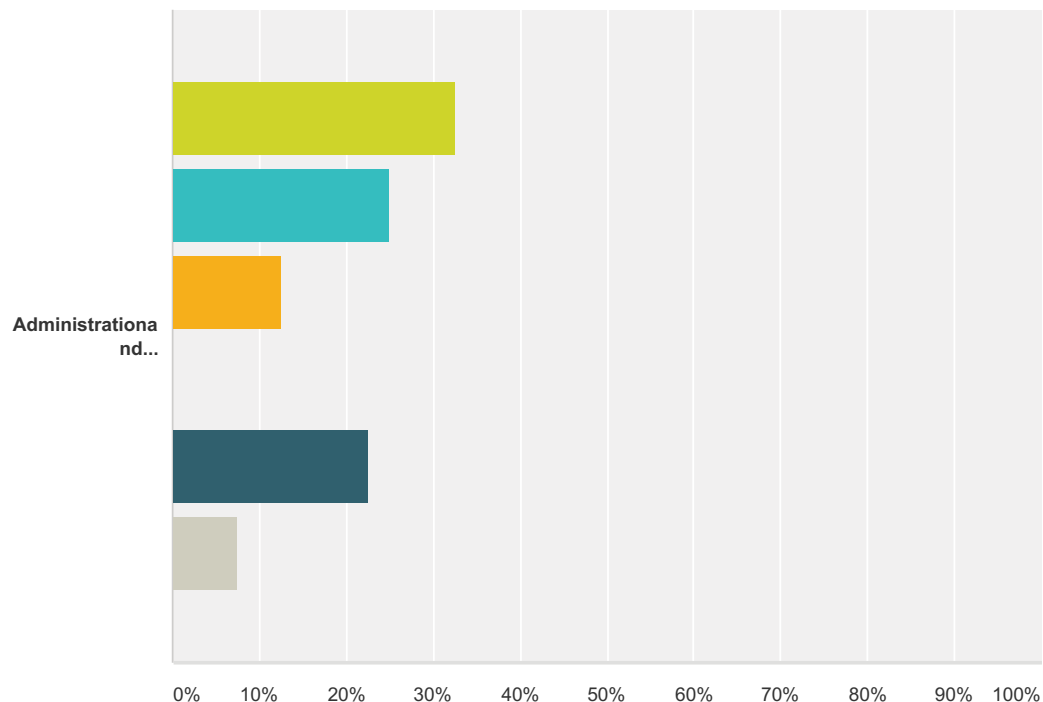
1	I really don't want increased tourism in Eugene. The traffic situation in Eugene has only gotten worse over the last decade. Eugene is not big enough to deal with large influxes of people. Also, the walkable and livable nonsense. Eugene is already walkable and plenty livable, nothing you are doing is making it more so. If anything you are making it worse by trying to cram more people into the city. You mention responsible development, however most of the recent building projects are not set up to handle the Cascadia Earthquake, including the brand new Roosevelt Middle School. Much of the new building created through MUPTE are very poorly constructed and will not last over the long term, these are bad investments that the city has allowed.	10/6/2016 12:14 AM
2	The policies in this chapter all assume that the resource and land-intensive, car-dependent development patterns that characterized postwar growth will continue, which is a direct contradiction of the "pillars" of Envision Eugene and exist entirely separately from the city's otherwise sustainability-oriented policy direction. The emphasis on creating opportunities for large lot industrial make it clear that the only economic development that planners believe is available to Eugene is the heavily-subsidized, corporate cookie-cutter type. This is directly contradictory to certain policies, such as 3.2, 3.3, 3.6, and 3.7, which emphasize encouraging existing resources in an effort to grow local enterprises, which is a more realistic strategy for holistic economic development in a post-industrial, service-oriented economy, and is much more compatible with the "pillars". The greatest contradiction is the tacked on section about downtown at the end. Downtown development is most compatible with the "pillars" and with the long-term health of the community, and these policies should be at the beginning and expanded, and policies such as 3.16, 3.17, 3.22, and 3.23, which primarily exist to facilitate corporate bribes and sprawl, should be removed.	10/5/2016 9:13 PM
3	I believe that government in general and the city in particular should be less involved in supporting businesses. This is socialism for the rich, who do not need taxpayer largesse. They are big and wealthy enough to support themselves. If they are smart, hard working, and lucky, they can grow their businesses on their own without government support and without taxpayer dollars.	10/4/2016 5:30 PM
4	More neighborhood involvement should be considered in fine-tuning the policies	9/27/2016 11:03 AM
5	if the city has used these policies to develop SWSAZ then that practice should be scrapped.	9/22/2016 9:06 AM
6	I would not specifically target only small businesses or specific industries. The free market should determine what businesses thrive here. Large businesses should be encouraged as well, they pay good salaries and benefits and can substantially contribute to the philanthropic efforts in the community. .	9/14/2016 12:11 PM
7	policy 3.35 should be amplified and made stronger in "preservation and creation". Any policy that would change existing land uses should include design review (paid for by development fees) to establish continuing protection of neighboring properties beyond change in use. For example, established neighborhoods are threatened by adjacent commercial properties that increase traffic, noise and light. No change should be allowed unless any change provides ongoing protection, not simply general expanded usage without future protection.	9/13/2016 12:18 PM
8	There is no mention of crime, especially theft which is rampant in the downtown and university areas. What are you planning to do about that?	9/7/2016 12:58 PM
9	The policies are fine. However, it is impossible to comment on the "balance" among 30+ distinct goals. There will surely be trade-offs along the way, and there's no way to understand (from the Economic Development Chapter policies) how those trade-offs would be navigated. Again, I like many of the policies. But there's no "balance" here because there's no explicit prioritization. Does that make sense? Did I miss something?	8/31/2016 11:17 AM
10	Good business is the back bone of supporting families and social programs. This council and mayor are a tax and send group who believe business is bad. Who do they think support, thru donation most of the social programs in our area.	8/31/2016 9:20 AM
11	Not sure where my comments fit. 1. Reverse, alter kill the requirement that businesses built out to the sidewalk. This policy has made transportation improvement, roads, bikes, peds and mass transit extremely difficult to achieves. Find a way NOW to improve transit for Oakway area, It will not get easier. 2.The fairgrounds offers many opportunities, is on a identified transit route, is close to downtown and has utilities. Work it out with the county. Great for housing of varied densities, business and some light industrial. The city hall block provides lots of various opportunities. Get creative and work with EWEB and the County to develop an innovative, efficient and imaginative government center.	8/26/2016 11:40 AM
12	I give up	8/26/2016 11:37 AM

## Envision Eugene Comprehensive Plan Questionnaire

**Q5 Do you think the policies of the Administration and Implementation chapter linked below balance and support the city's goals and values to provide for adaptable, flexible and collaborative implementation?**

**For a full list, see the draft Administration and Implementation Chapter policies. If you would like to dive deeper... For the chapter introduction, goals, and policies, see the Administration and Implementation Chapter.**

Answered: 40 Skipped: 44



■ Yes, the policies balance/support them
 ■ The policies somewhat balance/support them
 ■ Neutral
 ■ The policies somewhat do not balance/support them
 ■ No, the policies do not balance/support them
 ■ I don't have enough information

	Yes, the policies balance/support them	The policies somewhat balance/support them	Neutral	The policies somewhat do not balance/support them	No, the policies do not balance/support them	I don't have enough information	Total
Administration and Implementation policies	32.50% 13	25.00% 10	12.50% 5	0.00% 0	22.50% 9	7.50% 3	40

#	Additional comments:	Date
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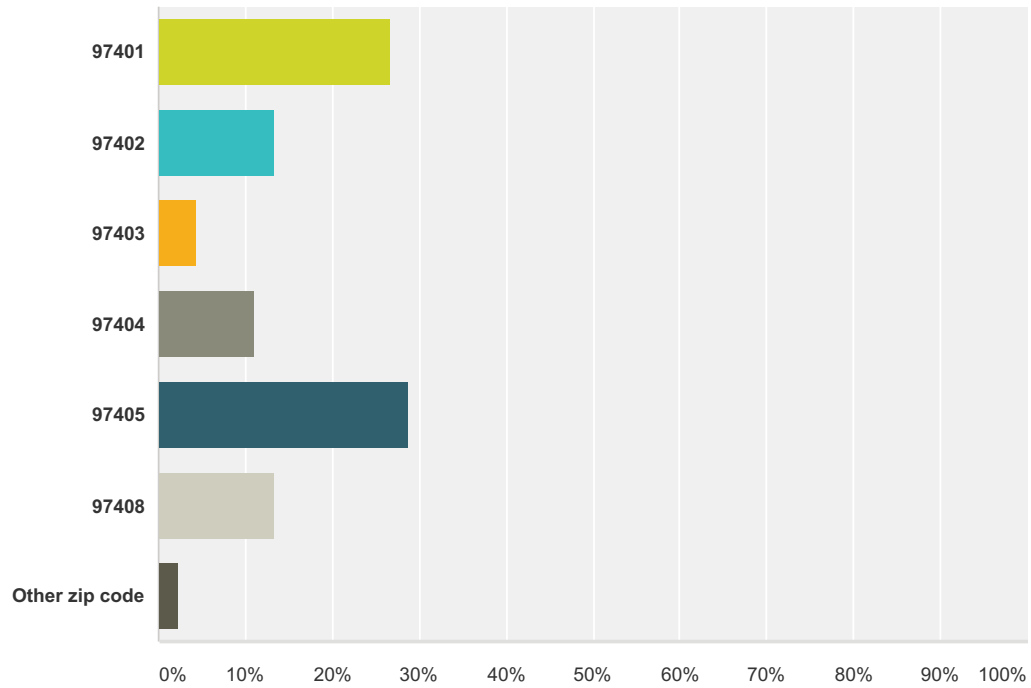
## Envision Eugene Comprehensive Plan Questionnaire

1	Taking this superficial survey, it's clear that the city of Eugene has a public outreach and transparency problem. Yet this section says almost nothing about public outreach or transparency. Community partnerships are not a meaningful form of public outreach, since they rely on organizations that can easily be coopted or figureheads. Many data-oriented tasks are mentioned in this chapter (e.g. 10.8 and 10.9) but not a word about open data. This chapter, all of three pages, whiffs of box-checking. It is clear, based on this chapter, that the city of Eugene has no interest in meaningful public participation in its processes.	10/5/2016 9:13 PM
2	I don't believe it's possible to predict growth any more than it is to predict the future for anything else. That should be left to fortune tellers, tarot card readers, stock market prognosticators, and the like.	10/4/2016 5:30 PM
3	redevelopment of existing sites do not protect adjacent properties. An example is 10.7 to evaluate walk ability and affordability and "beautiful". There is no monitoring of effects on existing residents and properties. In the past decisions in Eugene have been made by those not affected by them or those with financial stakes in the outcome. The policies should have some examples of what should be avoided. For myself, 1] the Capstone apartments cutting off connections between downtown Eugene and South Eugene, 2] location and subsidy of the Hyundai plant, 3] zoning amendments that forced buildings to the street without setbacks and hid access and parking, 4] zoning changes that allowed 5 story apartment buildings around the university immediately adjacent to established single family residences, and currently under construction in north Eugene, and others should be referenced and their avoidance should be included in a policy statement.	9/13/2016 12:18 PM
4	Need to consider homeless/travellers as they are a large part of Eugene culture and add to crime, pollution as well as overload social services.	9/7/2016 12:58 PM
5	My observation regarding this piece: In the past I've seen several times situations in which people working in one department of the city, who might be affected by the actions of another department, don't fully understand what the other department is trying to do and why. So there are internal conflicts. Not everyone seems to understand the larger goals and policies. Will there be internal training so that all city staff, especially those with managerial duties, learn and understand the big picture goals and are not solely focused on the minutia of their own area.	9/1/2016 8:16 AM
6	These policies seem less inherently at odds with one another, but again, it's hard to say there's "balance".	8/31/2016 11:17 AM
7	Consider equity and inclusion based component	8/29/2016 9:01 AM
8	They are only as good as councils willingness to support them and staff's creative responses to "unusual" requests. While we are dithering about City Hall, why not have that full block house homeless individuals?	8/26/2016 11:40 AM

## Envision Eugene Comprehensive Plan Questionnaire

## Q6 What zip code do you live in?

Answered: 45 Skipped: 39

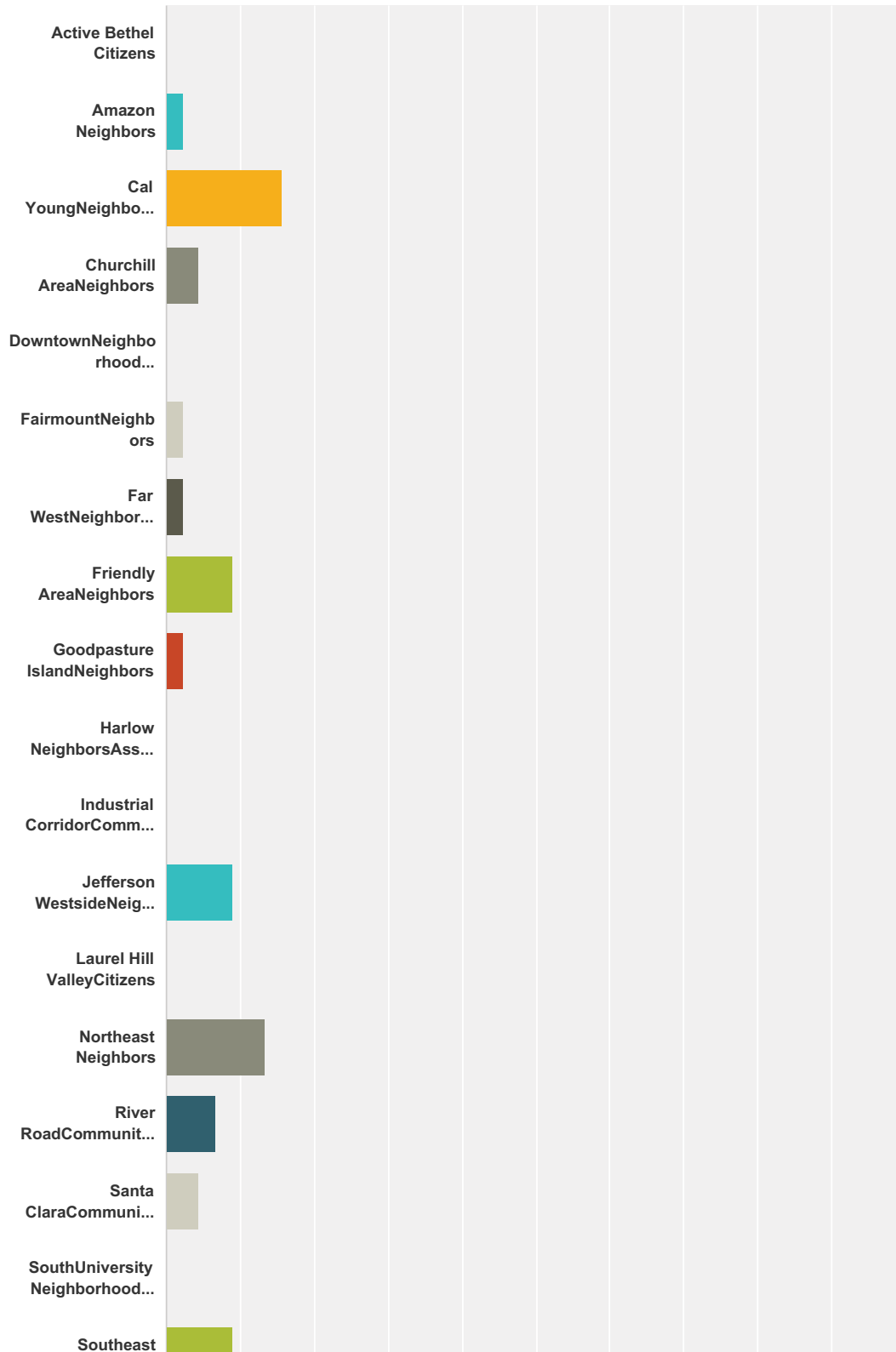


Answer Choices	Responses
97401	26.67% 12
97402	13.33% 6
97403	4.44% 2
97404	11.11% 5
97405	28.89% 13
97408	13.33% 6
Other zip code	2.22% 1
<b>Total</b>	<b>45</b>

#	Other zip code	Date
1	97477	9/9/2016 4:16 PM

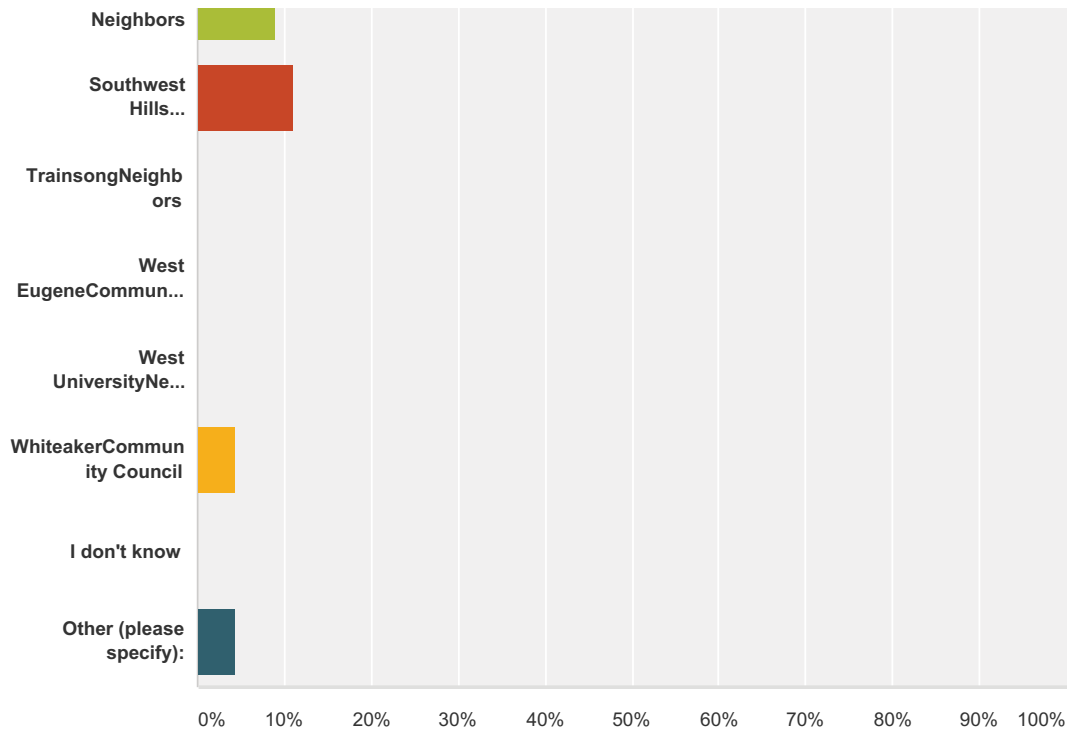
**Q7 What neighborhood do you live in? To find your neighborhood association, please see the neighborhood associations' webpage.**

Answered: 45 Skipped: 39





## Envision Eugene Comprehensive Plan Questionnaire



Answer Choices	Responses
Active Bethel Citizens	0.00% 0
Amazon Neighbors	2.22% 1
Cal YoungNeighborhood Association	15.56% 7
Churchill AreaNeighbors	4.44% 2
DowntownNeighborhood Association	0.00% 0
FairmountNeighbors	2.22% 1
Far WestNeighborhood Association	2.22% 1
Friendly AreaNeighbors	8.89% 4
Goodpasture IslandNeighbors	2.22% 1
Harlow NeighborsAssociation	0.00% 0
Industrial CorridorCommunity Organization	0.00% 0
Jefferson WestsideNeighbors	8.89% 4
Laurel Hill ValleyCitizens	0.00% 0
Northeast Neighbors	13.33% 6
River RoadCommunity Organization	6.67% 3
Santa ClaraCommunity Organization	4.44% 2
SouthUniversity Neighborhood Association	0.00% 0
Southeast Neighbors	8.89% 4

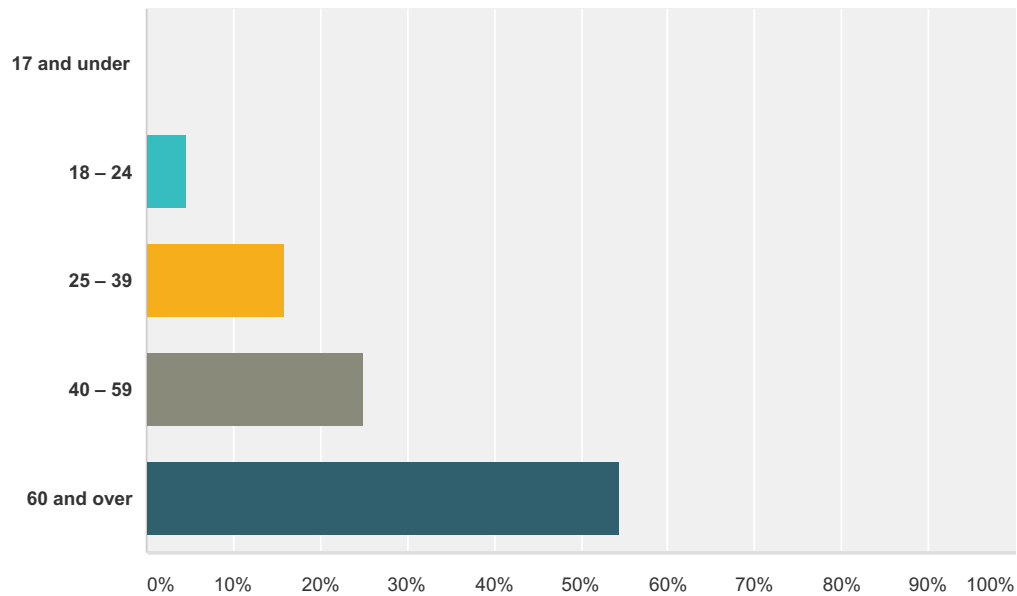
## Envision Eugene Comprehensive Plan Questionnaire

Southwest Hills Neighborhood Association	11.11%	5
TrainsongNeighbors	0.00%	0
West EugeneCommunity Organization	0.00%	0
West UniversityNeighbors	0.00%	0
WhiteakerCommunity Council	4.44%	2
I don't know	0.00%	0
Other (please specify):	4.44%	2
<b>Total</b>		<b>45</b>

#	Other (please specify):	Date
1	west springfield	9/9/2016 4:16 PM
2	Russel Creek Neighbors	8/29/2016 2:19 PM

## Q8 What is your age?

Answered: 44 Skipped: 40

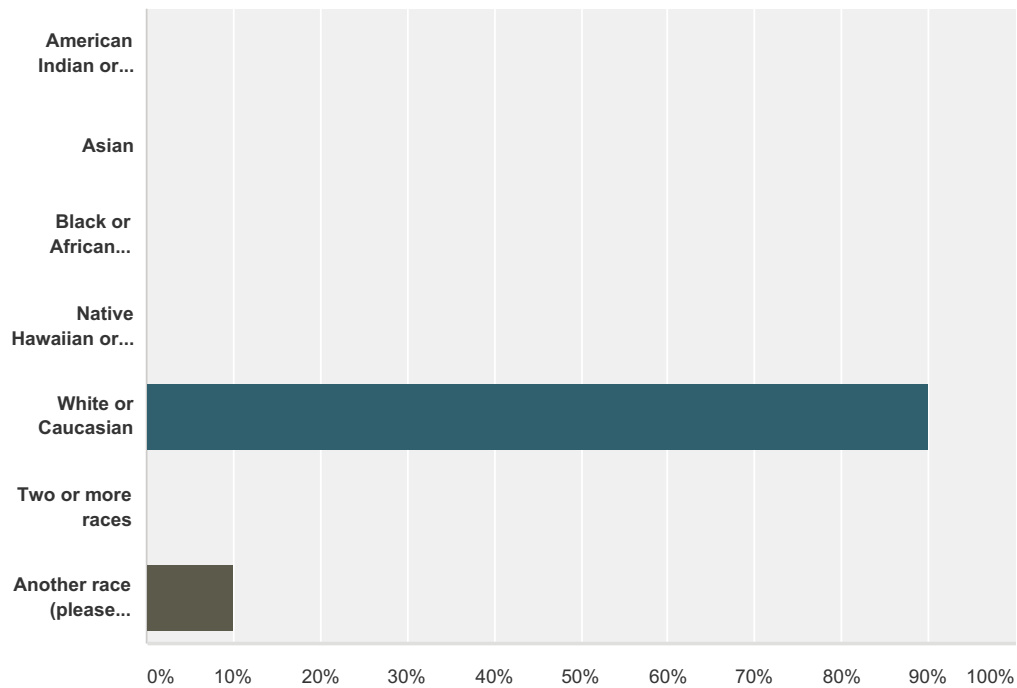


Answer Choices	Responses
17 and under	0.00% 0
18 – 24	4.55% 2
25 – 39	15.91% 7
40 – 59	25.00% 11
60 and over	54.55% 24
<b>Total</b>	<b>44</b>

## Envision Eugene Comprehensive Plan Questionnaire

**Q9 What is your race? (check all that apply)**

Answered: 40 Skipped: 44

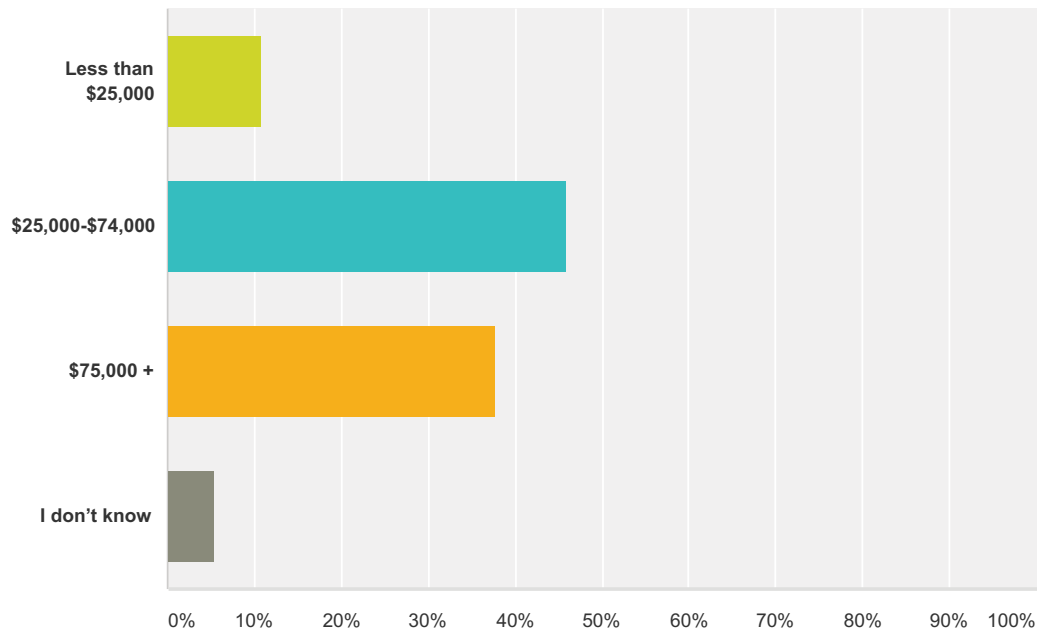


Answer Choices	Responses
American Indian or Alaska Native	0.00% 0
Asian	0.00% 0
Black or African American	0.00% 0
Native Hawaiian or other Pacific Islander	0.00% 0
White or Caucasian	90.00% 36
Two or more races	0.00% 0
Another race (please specify)	10.00% 4
<b>Total Respondents: 40</b>	

#	Another race (please specify)	Date
1	Arab American	10/2/2016 11:17 AM
2	prejudicial distinctions should not be allowed in a governmental questionnaire	9/13/2016 12:20 PM
3	1/2 mexican 1/2 american60	8/31/2016 4:28 PM
4	Latina	8/27/2016 6:54 PM

## Q10 Please estimate your total household income for 2015 before taxes.

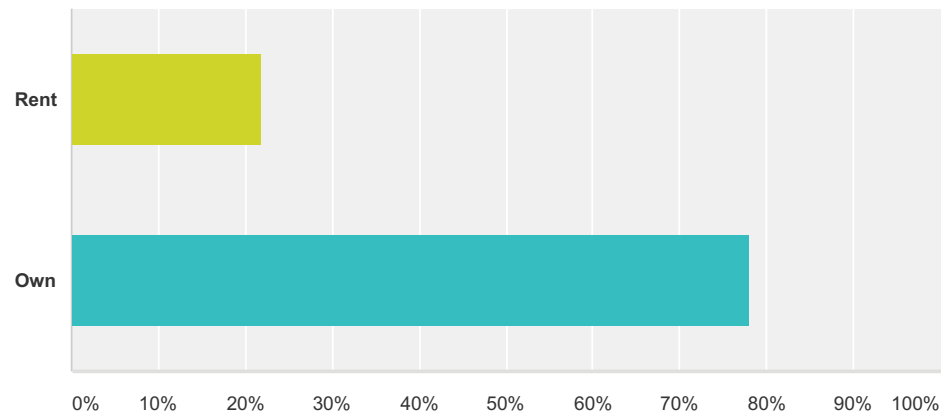
Answered: 37 Skipped: 47



Answer Choices	Responses	
Less than \$25,000	10.81%	4
\$25,000-\$74,000	45.95%	17
\$75,000 +	37.84%	14
I don't know	5.41%	2
<b>Total</b>		<b>37</b>

Q11 Do you (or someone else in the household) rent or own where you live?

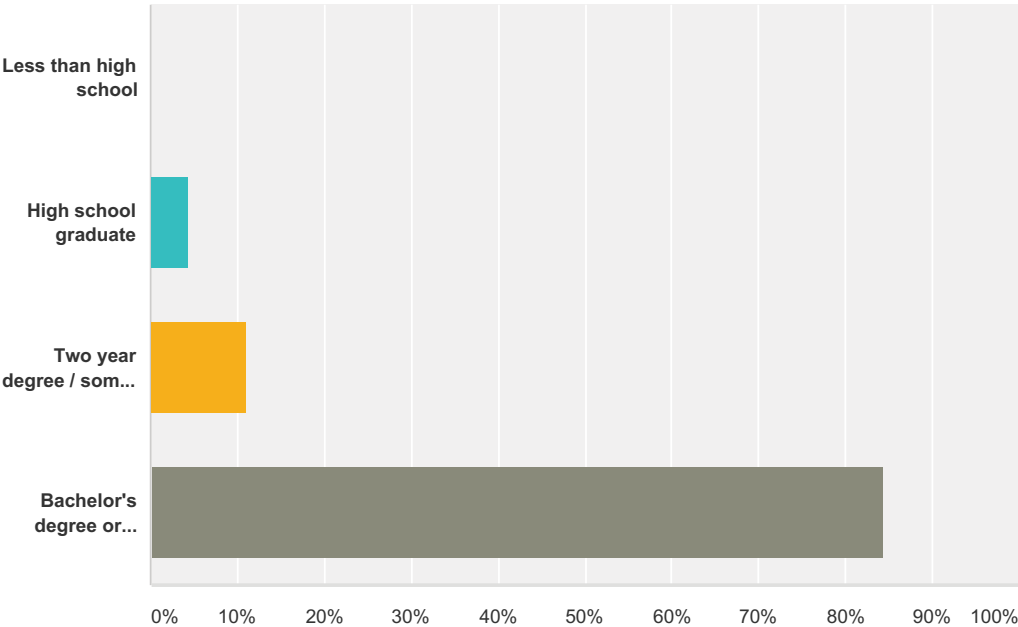
Answered: 41 Skipped: 43



Answer Choices	Responses	
Rent	21.95%	9
Own	78.05%	32
Total		41

Q12 What is your educational attainment?

Answered: 45 Skipped: 39

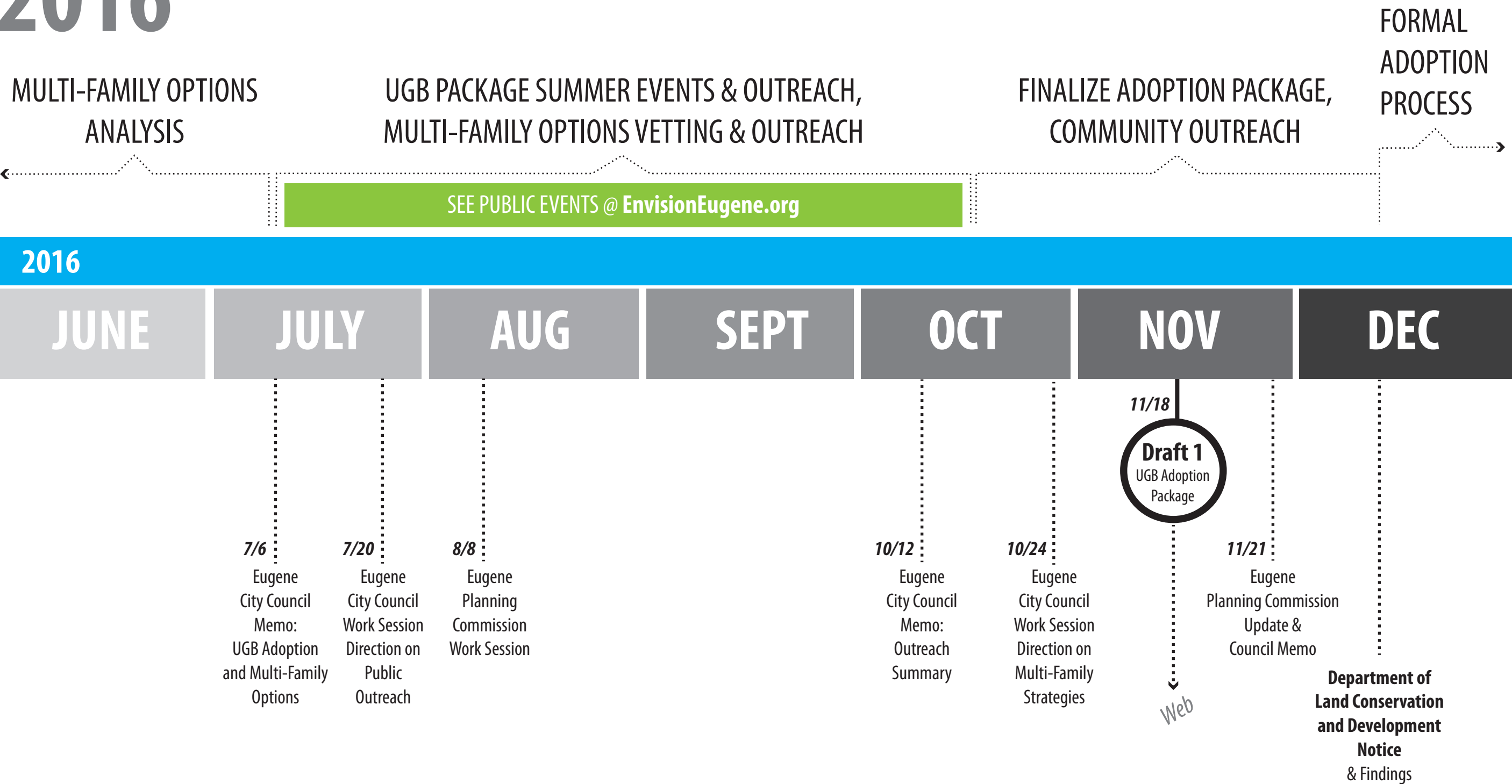


Answer Choices	Responses	
Less than high school	0.00%	0
High school graduate	4.44%	2
Two year degree / some college	11.11%	5
Bachelor's degree or higher	84.44%	38
Total		45

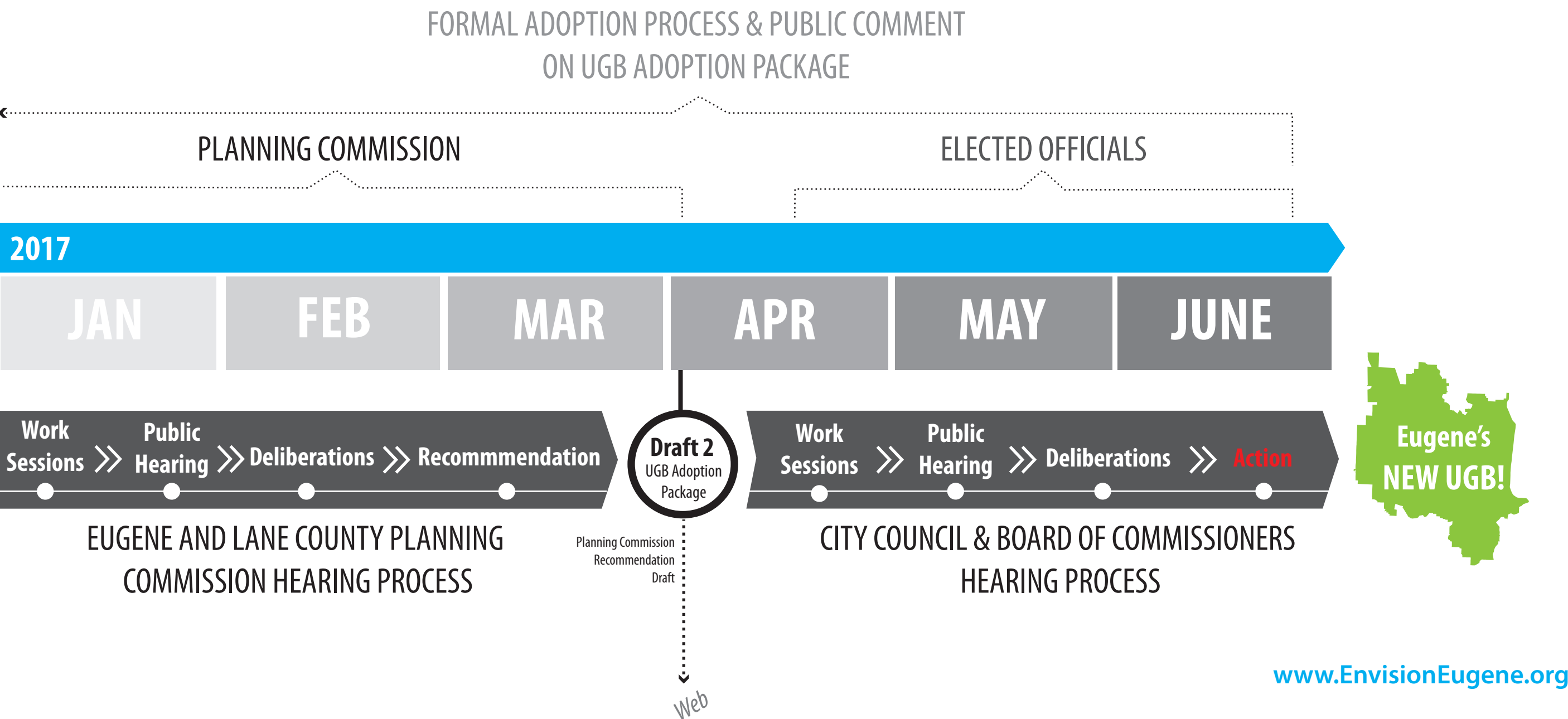
# Envision Eugene UGB Adoption Package Timeline

UPDATED OCT. 7, 2016

## 2016



## 2017







## Envision Eugene Multi-family Housing Options Summer Outreach Report

October 14, 2016

### Table of Contents

Background

Executive Summary

Community Input Opportunities and Input Received

    Summer Events & Drop-in Sessions

    Multi-family Options Questionnaire

    Focused Outreach and Survey of Underrepresented Community Members

    Letter to Property Owners and Discussions (R-2/MDR)

    Other Input

Attachments:

- 1) Multi-family Housing Options- Tiered list as directed by City Council on July 20, 2016
- 2) Key Corridors Strategy Discussion
- 3) Community Outreach Detailed Reports and Materials
  - a) Summer Outreach Events Report
  - b) Multi-family Housing Options Questionnaire –Results Report
    - i) Envision Eugene Multi-family Housing Options Questionnaire – Full Results
  - c) Focused Outreach and Survey of Underrepresented Community Members- Results Report
  - d) Letter to property owners (R-2 zoned or MDR designated)
  - e) Housing Affordability Infographic sheet
  - f) Housing Need Infographic sheet
  - g) Multi-family Housing Options Fact Sheet
- 4) Other Input: Written comments received from July 25-October 12, 2016

## Background

On July 20, 2016 the City Council directed staff to proceed with community outreach on the tier one, tier two and key corridors strategies to accommodate Eugene’s remaining multi-family housing needs over the next 20 years (Attachment 1). A draft framework of the outreach approach was provided to City Council at the same meeting. The following is a summary of the outreach efforts made and themes that emerged from the results. Detailed information on specific outreach efforts can be found in the attachments to this report.

## Executive Summary

### Outreach

A variety of outreach methods were used to get feedback from a broad range of Eugeneans (see Attachment 3, Community Outreach Detailed Reports and Materials). Staff produced videos, informational graphics or “infographics” and fact sheets that were distributed through weekly e-newsletters, in person events and the project website. Staff hosted or attended fifteen events and spoke to an estimated 500 residents. An online questionnaire was distributed, soliciting 185 complete responses. Where gaps were found in reaching subsets of the community, staff contacted existing networks to distribute the information and questionnaire. Staff also worked with Cogito, a local public involvement firm, to design focused outreach strategies to reach under-represented groups, including Latino residents, people with lower incomes, and younger people of Eugene. The most successful methods in reaching a broad range of people were the e-newsletters, the infographic sheets, and the videos.

While staff put significant effort into reaching a diversity of stakeholders and community members, we recognize that the number of people we were able to reach represents a relatively small sample. Given this limitation, the opinions and concerns summarized in this report do not reflect those of the whole community. This report instead reflects a sampling of the issues and concerns that may come up as Council works through its decision making process.

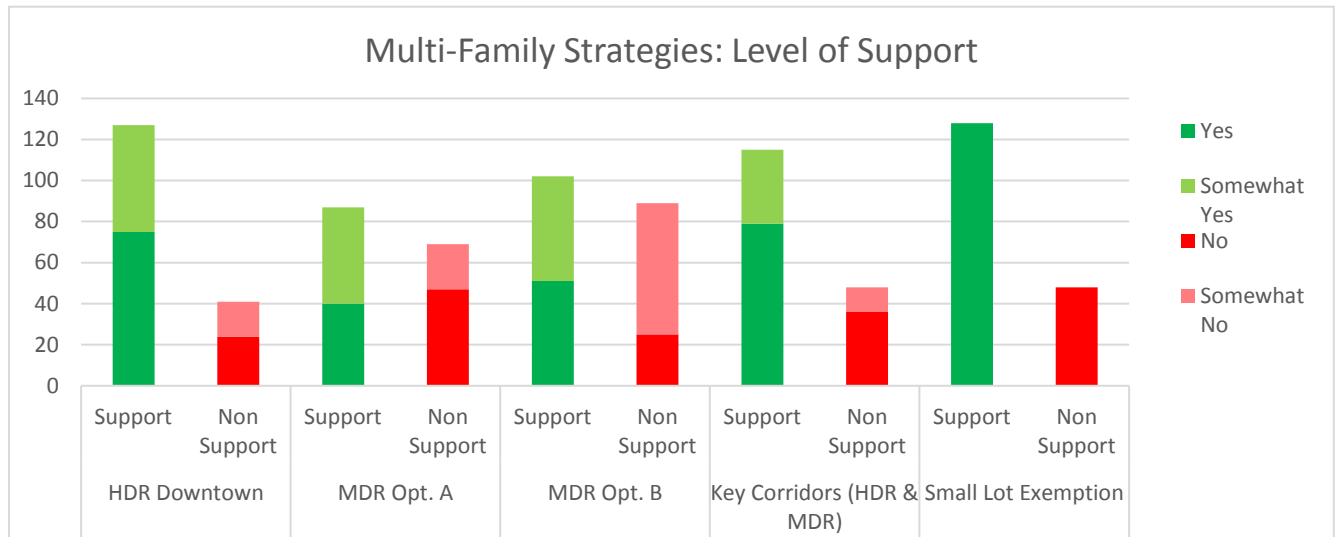
### Summary of Overall Input

Topic	Key Takeaways
<b>High density residential downtown redevelopment</b> with existing programs and incentives	<ul style="list-style-type: none"> <li>• <i>There is general support for higher density housing downtown compared to other parts of the community.</i></li> <li>• <i>Part of the community doesn't support the city's analysis that significant housing development will not happen without some sort of action to make it more financially feasible.</i></li> <li>• <i>Latino input highlighted particular concern with safety and overcrowding associated with adding more housing downtown.</i></li> </ul>
<b>Medium density residential- Option A:</b> Amend the zoning code to preserve the R-2 medium density residential zone for attached housing  <b>Medium density residential- Option B:</b> Amend the zoning code to increase the minimum number of homes required in R-2 medium density residential zones from 10 to about 14 homes per net acre	<ul style="list-style-type: none"> <li>• <i>About half support/somewhat support medium density residential Option A and B, with slightly more support for Option B. Comments indicate that B seems to be the more flexible of the two options</i></li> <li>• <i>There is high support for exempting smaller infill lots from either of these new standards.</i></li> </ul>

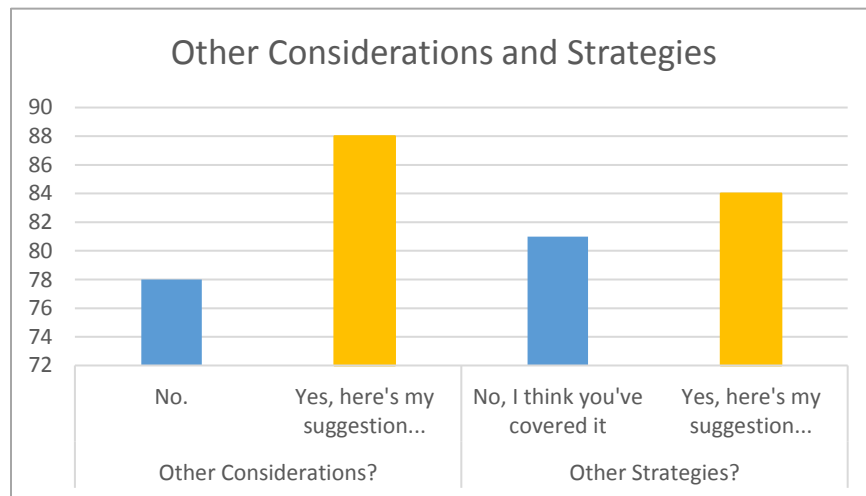
<p><b>Key Corridors Strategy-</b> Increase housing density along key transportation corridors and core commercial areas throughout the city (with incentives).</p>	<ul style="list-style-type: none"> <li>• <i>There is support for adding housing to key corridors.</i></li> <li>• <i>There were few comments either way regarding delay in adoption of the UGB if the key corridor strategy were used to meet the housing deficit.</i></li> <li>• <i>The conversations around South Willamette impact discussions about this strategy and how key corridors would be implemented, specifically regarding the process for and timing of implementation.</i></li> </ul>
<p><b>Other multi-family housing strategies suggestions</b></p>	<ul style="list-style-type: none"> <li>• <i>Most common strategies suggested:</i> <ul style="list-style-type: none"> <li>• <i>Encourage SDUs (Secondary Dwelling Units), tiny houses and other forms of non-traditional housing</i></li> <li>• <i>More housing on C-2 zoned land or mixed-use developments</i></li> <li>• <i>expand the Urban Growth Boundary</i></li> </ul> </li> <li>• <i>Examples of other specific strategies suggested:</i> <ul style="list-style-type: none"> <li>• <i>Reduce Traffic Impact Analysis requirements</i></li> <li>• <i>Update average densities assumed, bring multi-family numbers up to date</i></li> </ul> </li> </ul>
<p><b>Other themes</b></p>	<ul style="list-style-type: none"> <li>• <i>Concerns about density in general, including building design and off-site impacts of denser housing (parking, etc.) and compatibility with neighborhoods</i></li> <li>• <i>Opposition/concerns about MUPTE (Multiple Unit Property Tax Exemption) program or incentives in general</i></li> <li>• <i>Concerns about housing affordability</i></li> <li>• <i>General concerns about city staff/planning processes</i></li> <li>• <i>Confusion about MDR Option A and B strategies</i></li> </ul>

### Multi-family Housing Options Questionnaire results:

The following results reflect a sample size of 185 respondents. They cannot be read as representative of the community as a whole. Rather, these results raise issues and public concerns associated with planning for multi-family housing, and provide an indication of likely levels of support for the various policy options within the community.



Note: The table above does not reflect those that responded neutral or that they didn't have enough information.



## Conclusion

The results of our outreach indicate that there is general support for higher density housing downtown. There are parts of the community that are neutral or supportive of development incentives associated with this strategy, as well as a small but vocal cohort that are not supportive of development incentives. Other concerns, such as about safety downtown and overcrowding, were also stated.

The results also indicate that there is general support for the key corridors strategy. While the concept of higher density along corridors is widely supported, it should be noted that given current market conditions, subsidies or incentives would need to be introduced in these areas in order to address our housing needs. Development incentives face significant community opposition, and it would take time for the City to design and implement them in additional areas of the community. See Attachment 2 for more information about how this strategy could be implemented.

While there was no significant difference of support for Medium Density Residential Option A or Option B, Option B is more flexible and has slightly more support. There is a high degree of support for exempting smaller infill lots from either of these new standards.

Community input also resulted in a list of other strategies to consider to accommodate multi-family housing. Some of the most commonly suggested strategies are included on the tiered list of multi-family housing options previously provided to Council July 20, 2015. Comments on those that could impact the multi-family housing deficit are discussed in this report.

Some of the suggestions were directed at how housing develops (e.g. affordability and building design) without a clear relationship to solving our multi-family housing need. Community members indicated concern with potential impacts from infill development that would occur at increased densities under Option A or B. In either scenario there are concerns about adding more housing to established neighborhoods or rezoning single-family areas (despite the fact that Options A and B do not rezone single family areas). We also heard concerns about increased density (building design and off-site impacts), and concerns about the roles of city staff, neighborhood residents, and city-wide boards and commissions, in addition to concerns about equitable, fair planning processes.

From our work reaching out to underrepresented members of the community, we learned that people are interested in what the city is doing, and are happy to be asked for their opinions. Providing more information up front could increase the amount of input received and reduce uncertainty and misunderstanding. Focus groups with a broad range of people ahead of a questionnaire or input opportunity could be a good way to increase the input and provide learning opportunities about city projects. Finally, following-up with folks about why we do planning, what we are trying to achieve and how their input is being used is helpful even if people disagree with the outcome.